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Q
DRUCKER

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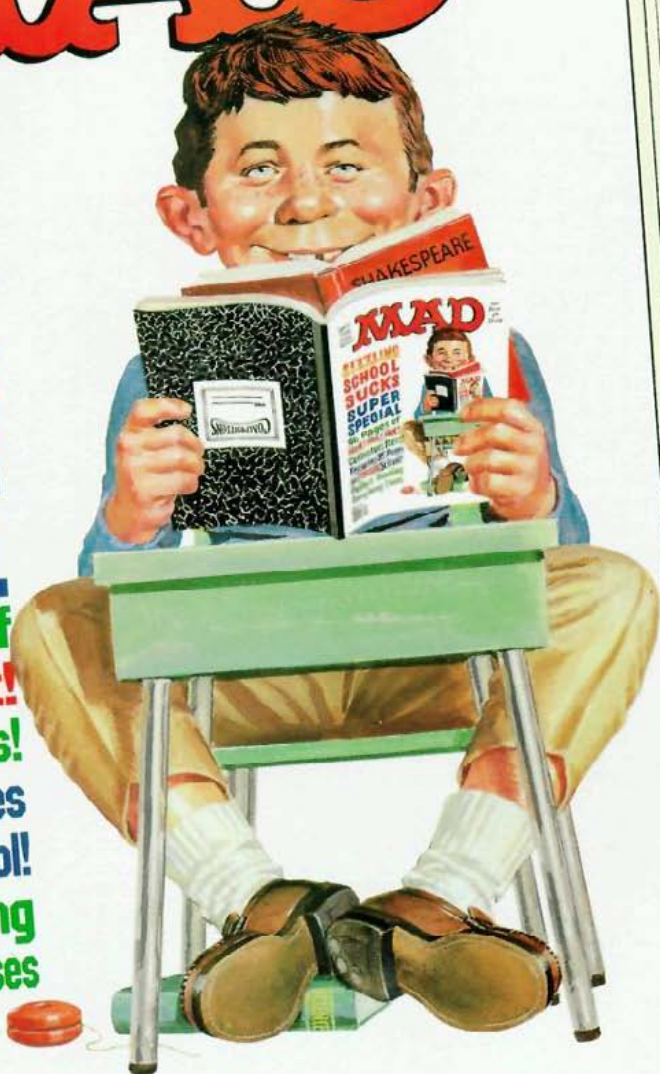
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MAD

"Nowadays, the only time a politician is telling the truth is when he calls another politician a liar!"
— Alfred E. Neuman

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LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*

CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*

DICK DE BARTOLO *creative consultant*

JACK ALBERT *lawsuits* **ANNE GAINES** *logistics*

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: MORT DRUCKER

BACK COVER PHOTOGRAPHER: IRVING SCHILD

BACK COVER ARTIST: BOB CLARKE

BACK COVER WRITERS: CHARLIE KADAU and JOE RAIOLA

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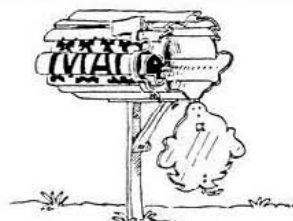
☐ MORT DRUCKER'S
"MAD SHOWSTOPPERS"

☐ DICK DEBARTOLO'S
"HERE'S MAD IN YOUR EYE"

☐ "THE COMPLETELY
MAD DON MARTIN"

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LETTERS AND TOMATOES DEPT.



"OPRAH AND PHIL"

Am I the only person to notice that Frank Jacobs' "The Battle of Oprah and Phil" (MAD #282) scans to the meter of the classic anonymous verse "Abdul A-Bul-Bul-A-mir"?

Brian Schoonmaker
Webster, TX

We've been having trouble with Jacobs lately and your letter wasn't the first we've received. Yours proved to be the breaking point, however, and we had no alternative but to let him go. Thanks for writing! -Ed.

CRAZY ABOUT MAD

Because I am a paranoid schizophrenic, it seems to me that most of your articles are all about me!

Karen Crouch
Kerrville, TX

We don't think you're a paranoid schizophrenic, Karen. Actually, all of our articles are about you! Just check this panel from "The Lighter Side" in MAD #281! -Ed.

Mr. Kaputnik, I'm afraid you're a paranoid schizophrenic, just like Karen Crouch of Kerrville, Texas!



"MAD'S NASTY FILE"

Tom Koch is indeed a clever writer, but I think he missed it in the Letterman part of "The MAD Nasty File." If memory serves me, John Dillinger came from Mooresville, Indiana, and not Indianapolis as listed.

Bob Van Nuys
Stevens Point, WI

Tom Koch replies:

Thanks for your observation on John Dillinger's home town. I admire your courage because not only are (a) David Letterman and (b) John Dillinger from Indianapolis, but (c) I am also from Indianapolis. I clearly recall how my mother refused to let me play outdoors until Dillinger was apprehended because she was sure he would come speeding down our street and kidnap me. Why a professional bank robber would want to nab a 4-year-old kid from a poor family, I have no idea.

You are 100% correct that Dillinger was born in Mooresville; however, he moved to Indianapolis where he lived for the rest of his life, when he wasn't robbing banks or plotting to break out of the Crown Point Jail or being shot in front of the Biograph Theatre in Chicago.

In addition to spending most of his life in Indianapolis, he has spent all of his death there, being buried among such notables as Benjamin Harrison, James Whitcomb Riley and my grandparents in Crown Hill Cemetery. Best regards!

SUBSCRIPTION LETTER OF THE MONTH

I'd like to speak about the benefits of giving gift subscriptions to MAD. Two years ago, I was struggling to come up with a Christmas gift item for three friends. I came across an advertisement in MAD suggesting gift subscriptions. This had to be it! I purchased three 24-issue subscriptions for them and, I'm pleased to say, it did the trick! They haven't spoken to me since April of 1986. Thanks!

Steve De Rose
Chicago, IL

Steve, you may be right, but have you considered that maybe the real reasons your friends aren't talking to you are: 1) you never pick up a check; 2) You always refer to yourself in the second person; 3) That thing on the back of your neck? Hmmm? Have you thought about that, Stevie??—Ed.

DRUG RUNNING?

Obviously Olympic Sprinter Ben Johnson isn't an avid reader of MAD, or he would have known better after reading the "drug testing" fold-in in MAD #282!

Mike Kepler
Fort Wayne, IN

You're right! Obviously Laurence Taylor, Dwight Gooden and Barbara Bush aren't MAD readers either!—Ed.

SMOKE SCREAMS

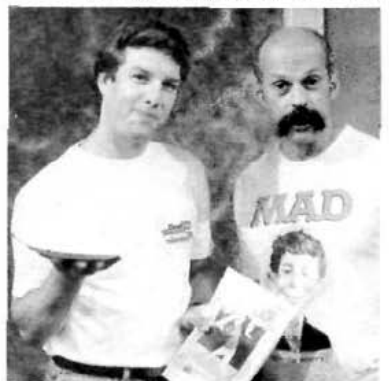
Since you've joined the anti-smoking bandwagon ("New Cigarette Warning Labels You May Have Missed" #280), you surely won't miss a smoker like me not buying MAD.

Mike Farina
Stamford, CT

Au contraire, Mike! We will miss you! We'll miss your tobacco stained fingers rifling through our pages, your cornish yellow teeth smiling at our jibes, and your hysterical laughter which quickly turns to a persistent, hacking cough! Thanks for writing, and goodbye!—Ed.



SUMMERS SHOWS DEBARTOLO THE VALUE OF PIE



When Mark Summers, host of the hit game show "Double Dare" read our satire "Double Damp" in MAD #282, he called writer of the spoof Dick DeBartolo and invited him over to congratulate him on a job well done! He didn't tell Dick that he had a "physical challenge" lined up for him as well! As these photos show, Dick tries to find the flag hidden in a cream pie!

TRICK VS. TREAT

Halloween is the time when a little MADness overtakes us all. Consequently, my son Anthony was unleashed on the unsuspecting world as the Black Spy (homemade variety)!

W.J. Fawcett
Vancouver, Canada



Disguise the limit

MORON MAIL

My parents say that MAD is a total waste of money and that I should read something else. What can I do to convince them that MAD is educational reading and a sound investment?

Mark Guindie
Beaumont, TX

Convince them? Simple! Just remind your parents of this important MAD fact: Virtually every member of the MAD staff enlisted in the Indiana National Guard during the American invasion of Grenada!—Ed.

A MAD REMEMBRANCE

I was stationed in England with the U.S. Air Force from 1957 to 1960. I had a MAD subscription then as now. I was a lowly Airman 2nd class and my Captain was always busting me with such snide remarks as "MAD Magazine? What are you trying for, Officer's Candidate School?" What stopped it was one evening when the base Commander was seen reading MAD. My Captain never bothered me again!

Jim Finnerty
Mt. Holly, NJ

"INDEX" FINGERED

You made a critical error in "MAD's Index" (#282)! You said there were 104 chemical elements in the universe, but there are 105! Hahnium (atomic weight 262) was synthesized in a cyclotron in 1970 by Ghiorso!

Daniel E. Witte
Cedar Hills, UT

Dan—get out more!—Ed.

Please Address All Correspondence To:
MAD, Dept. 285, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped spectroscope!

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Required by 39 U.S.C. 3685) 1A. Title of Publication: MAD 1B. Publication No. ISSN 0024 9319 (324520) 2. Date of filing: Oct. 1, 1988 3. Frequency of issue: Monthly except Feb., May, Aug., Nov. 3A. No of issues published annually: 8 3B. Annual subscription price: \$11.75/8 issues 4. Complete Mailing Address of Known Office of Publication: 485 MADison Avenue, New York, New York 10022-5852 5. Complete Mailing Address of the Headquarters of General Business Offices of the Publishers: 485 MADison Avenue, New York, New York 10022-5852 6. Full Names and Complete Mailing Address of Publisher, Editors, and Managing Editor: Publisher: William M. Gaines—485 MADison Avenue, New York, New York 10022-5852; Editors: Nick Meglin, John Ficarra—485 MADison Avenue, New York, New York 10022-5852; Managing Editor: None 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.) E.C. Publications, Inc., wholly owned by Warner Communications, Inc. a publicly held corporation—75 Rockefeller Plaza, New York, New York 10019 8. Known bondholders, mortgages, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

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B. PAID CIRCULATION 1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	694,415	837,290
2. MAIL SUBSCRIPTIONS	88,920	74,440
C. TOTAL PAID CIRCULATION	783,335	911,738
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11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher.

Be

I'm Fresser Brain, Psychiatrist! They say that after seven years a marriage often has problems! It's called the **Seven Year Itch!** I'm here to see what happens to a TV sitcom after seven years! Is there an "itch" here, too? Well, if there is, you can be sure MAD will scratch it with a second round of...

Hey, Wooden, what's going on here?!

A few years ago, when I got this job, they said I could never fill the former bartender's shoes! This will prove 'em wrong once and for all!

Hi! Welcome to thirty-something!

Thirty-something is another TV show!

I'm talking about Wooden's I.Q.!

10022!

Hey, good one, Clepphie!

91436!

That's a beauty, too!

10314!

An all-time classic!

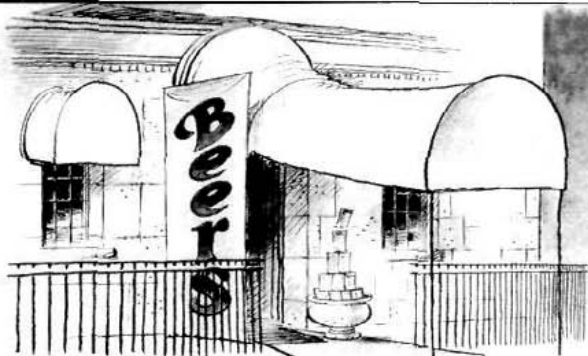
What are Cleph and Numb doing?



ERS

ARTIST: MORT DRUCKER

WRITER: DEBBEE OVITZ



Going down memory lane! Cleph's recalling his greatest postal zip codes!

What for?

When you're in your seventh season, fresh subplots are hard to come by! The producers hope to get some comic mileage out of this!

Remember the good ole days, when bartenders used to listen to your problems? On this show they are the problems!



Let me have a double, Wooden!

I've never seen Sham this devastated! Coming back to Beers has been quite a personal comedown for him!

You mean since Dyan left him?

I mean since "Three Men and a Baby"!



I don't know if we should do an episode on Sham tonight! Someone's been "unfaithful" to me!

You don't mean...?

Yes! Numb was seen in a rival tavern, sitting next to another government civil service worker...and they were DOING IT!...talking nostalgia and trivia!



III QRT DRUCKER

Okay...I admit it! I couldn't help it! It was a one-night stand! I was lonely, Cleph! You weren't there for me when I needed you, so I went looking for it on the outside!

Was he...? Was he any good, Numb?

Not like you! We talked about Bogart, mom's oatmeal, and "the all-time ugliest hockey goalies"!

Sounds like he was, well... at least satisfying!

Naw, he was too quick! The whole conversation was over in less than a minute!

Hey, guys, we still need an episode!

Wooden, give me some ice!

Sure, okay, you want ice?? Well, here's Rebleccha!!!

I resent this "ice maiden" reputation! I may seem harsh and business-like, but I can be turned on by certain situations!

Like what? A naked proxy fight?!



Wow! What a dramatic character breakthrough for this series!

Yeah, they've replaced a moody, impeccably groomed, gorgeous, **BLONDE** love interest for Sham... with a moody, impeccably groomed, gorgeous **BRUNETTE** love interest for Sham!

Yeah! Talk about going out on a limb and "stretching the envelope"!

I feel like Archie Andrews! First they gave me Betty, now I've got to deal with Veronica!

And don't forget old Jughead over here!



This job isn't easy for me! Not only do I have to manage this tavern, but I'm replacing a superstar waitress! It's not easy filling Dyan's shoes!

Hey, no problem! I can do that for you!

What the —?! Quick! Somebody stop this man!

Another dramatic character breakthrough! They've replaced an **OLD** simpleton bartender with a **YOUNG** simpleton bartender!!

Fresser, what's with this group? I've been a regular for over a year and they still won't accept me like they did Dyan!

In real life, Rebleccha, the loss of a loved one can be a traumatic experience! In TV, the loss of a series regular is even more traumatic!





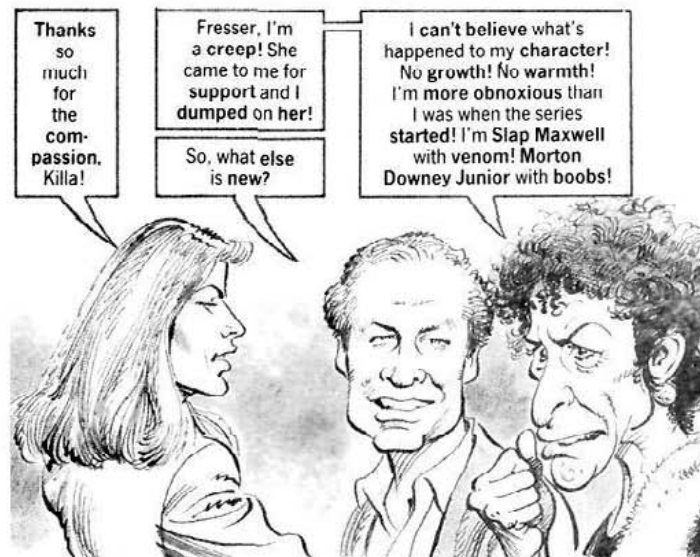
They're just jealous! They resent you because you're a woman and you're in charge!

Yes, you mustn't get down! You're so talented! When award time comes, I know the TV industry will recognize you!

Uh-huh! "Best Performance by an Inanimate Object"!

Really?

You mean that, Killa?



Thanks so much for the compassion, Killa!

Fresser, I'm a creep! She came to me for support and I dumped on her!

So, what else is new?

I can't believe what's happened to my character! No growth! No warmth! I'm more obnoxious than I was when the series started! I'm Slap Maxwell with venom! Morton Downey Junior with boobs!



Nonsense! I chortle at your insecurity! You're just a tough-talking barmaid! Beneath that rancorous exterior is compassion and sensitivity!

Fresser, you gotta be kiddin' me!

I'll prove it with a "word association" test! I'll say a word and you say the first thing that comes to mind!

SUN-SHINE...

SEX...

MOTHER...

FATHER...

THE TORTELLIS...

Hmm...I was wrong, you are obnoxious!

CHAFING!

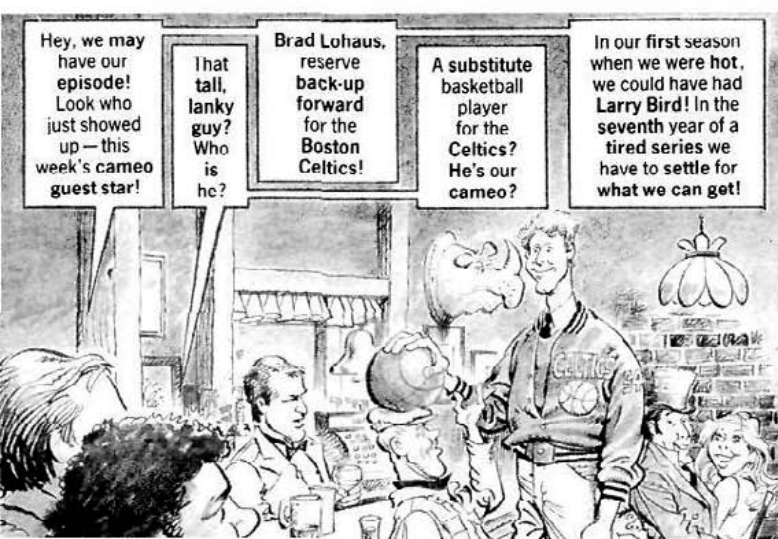
NAUSEA!

BITCH FACE!

SLIME-BUCKET!

PIECE OF \$#@%&* SPIN-OFF!

Thanks, scuzzball!



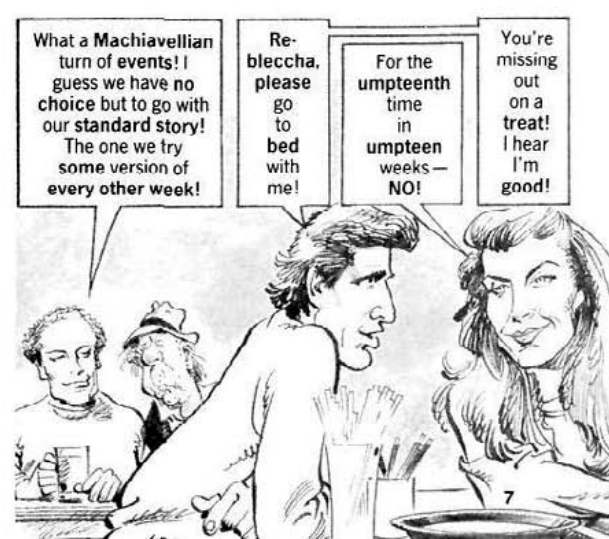
Hey, we may have our episode! Look who just showed up — this week's cameo guest star!

That tall, lanky guy? Who is he?

Brad Lohaus, reserve back-up forward for the Boston Celtics!

A substitute basketball player for the Celtics? He's our cameo?

In our first season when we were hot, we could have had Larry Bird! In the seventh year of a tired series we have to settle for what we can get!

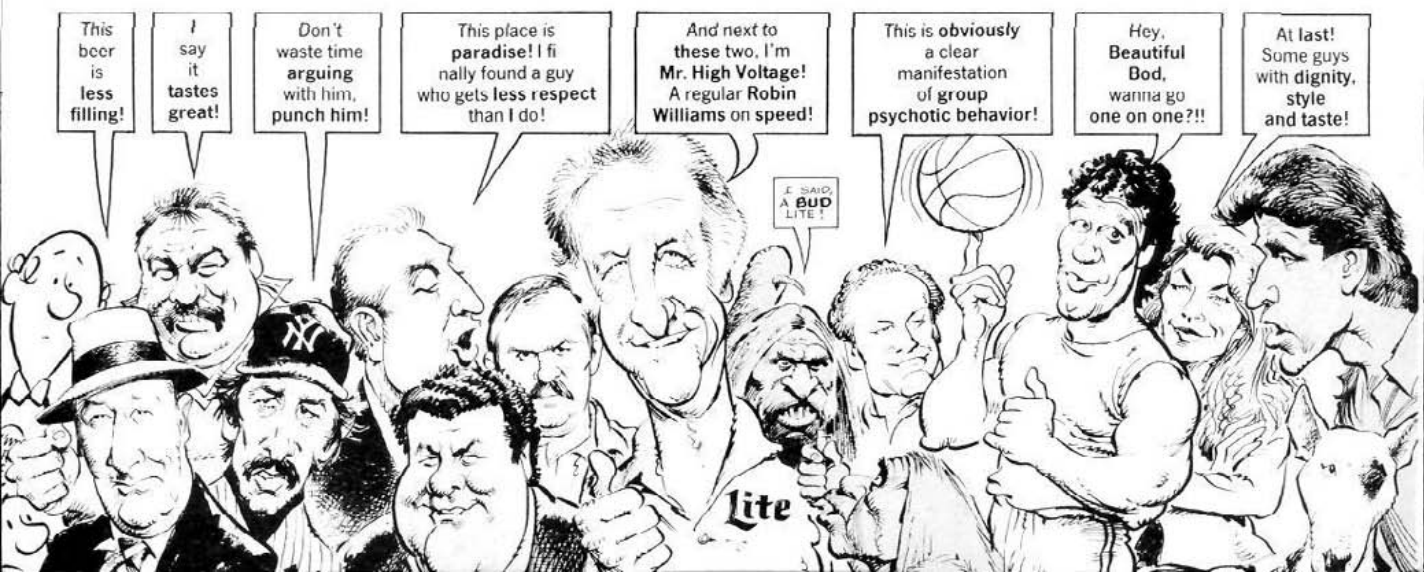


What a Machiavellian turn of events! I guess we have no choice but to go with our standard story! The one we try some version of every other week!

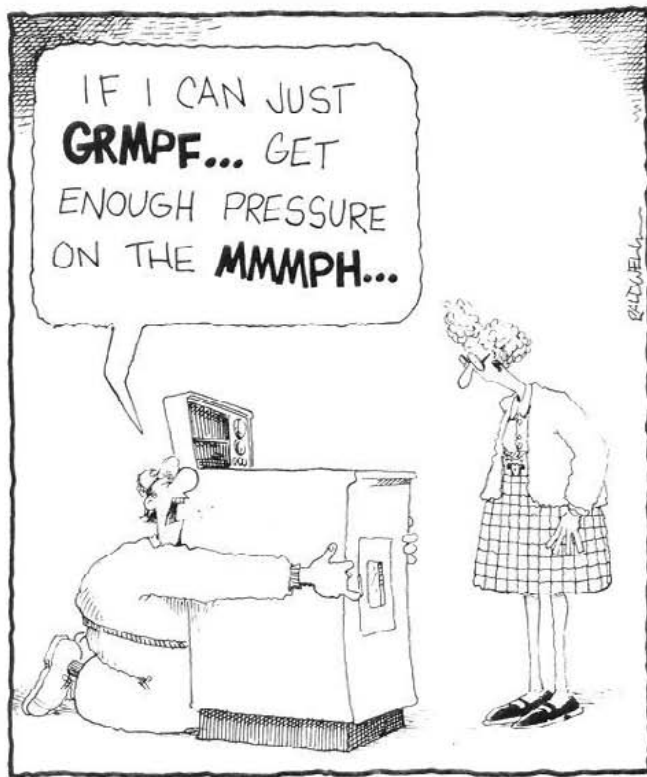
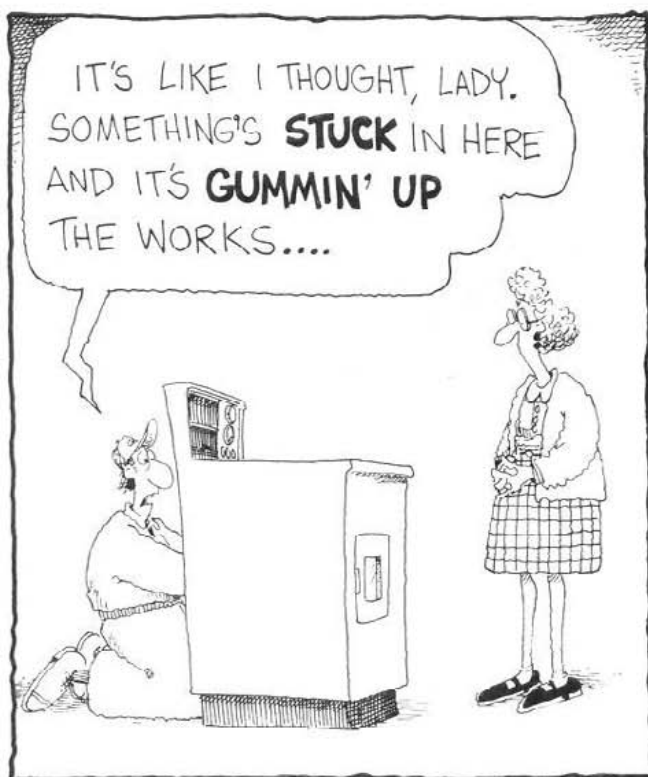
Re-bleccha, please go to bed with me!

For the umpteenth time in umpteen weeks — NO!

You're missing out on a treat! I hear I'm good!



DRAMA ON PAGE 9



IT STILL DOESN'T ADAGE UP DEPT.

According to the ancient Chinese proverb, "The dead never rise, except on cable TV." True, but to that we'd like to add "and in the pages of MAD," where we've resurrected a lifeless premise from our previous issue—just so we could beat it to death one more time! Yes, once again...

MAD RE-EXAMINES MORE WISE OLD SAYINGS

ARTIST: PAUL COKER

WRITER: TOM KOCH

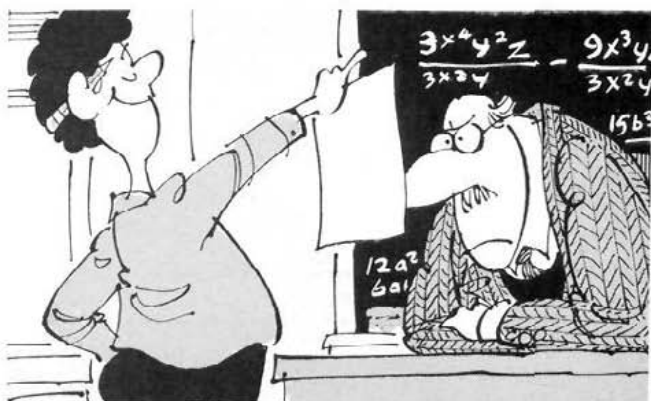


"Curiosity killed the cat."



FALSE: A kid with a microwave oven killed the cat!

"13 is an unlucky number."



TRUE: Especially for those high school students who put it down on their algebra exam as the answer to the problem, "If $X^2=25$, then $X=$ _____."

"The shortest route to a man's heart is through his stomach."



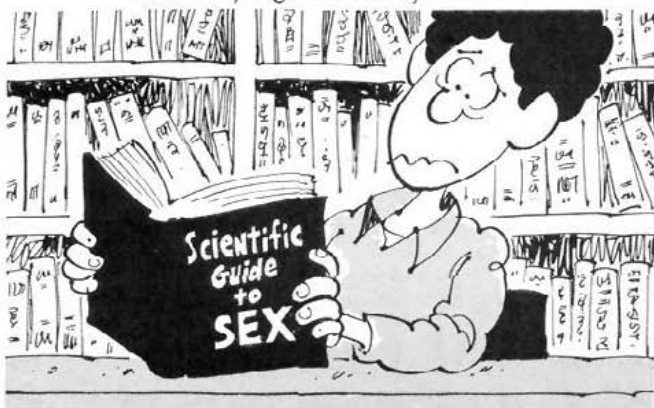
FALSE: As a heart surgeon will verify, the shortest route is a very quick, clean slice through the rib cage. But almost no one wants to think about that!

"An apple a day keeps the doctor away."



TRUE: But only if your speed and control are good enough to hit him right between the eyes with it!

"You can't judge a book by its cover."



FALSE: You frequently can judge a book by its cover, which is exactly why "The Wit and Wisdom of George M. Steinbrenner" sold only 23 copies!

"A fool and his money are soon parted."



FALSE: Do Sean Penn, John McEnroe, Rupert Murdoch and Bill Gates look poor to you?

"If rain starts before 7, it'll end before 11."



TRUE: It will, but not necessarily on the same day!

"A barking dog never bites."



TRUE: At least not at the same time he's barking. There's something about having his mouth entirely filled with your leg that seems to muffle his voice!

"A coward dies a thousand deaths; a hero dies but once."



TRUE: But that's only because cowards have about 90 years to work on it, while most featherbrained heroes get themselves knocked off before they're 25!

Hey, gung! Think you're politically hip and clever? Here's a fun way to test your skill and knowledge! In the last eight years, more than 100 Reagan Admin-

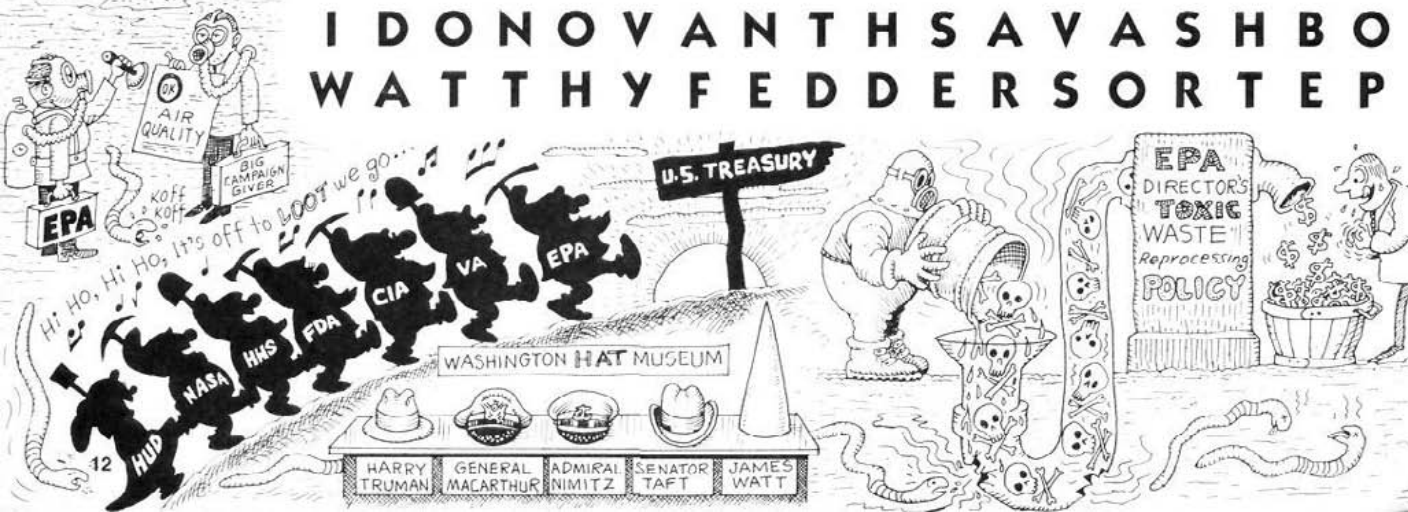
istration officials have been tainted by scandal of one kind or another. Everybody knows that! Below are 39 of the most infamous of these fun-loving offi-

MAD'S FIND-THE-HIDDEN-SCOU

ARTIST: AL JAFFEE



R E G I Z F O N M C F A R L A N E V
E H I L L I B H E S E L Y A U Q E O
T T O N Z S R E E D B L M N O P S S
N B C I J K M Y S R E E D R O C E S
U A F M A E A R E I N N L Y D S P R
H E L M S H U G E L O A V E E O L U
D T H O M P S O N J O P N M S Z F O
O C R O O K G L I F F R I D A O S O
T A P O R E D E O R H C S E E Z E R
C M L O N R E A G A N M O A L Z N E
A P S H O H S U B R D O E V S E I T
S B L A V E L L E Q U P T E Q S A X
E E E B I R B L I K E E Y R O U G E
Y L M E C K L E M B U R G A O R L D
K L S W K I E X G X F R A U D H L N
C L O D M I R R O G P Y E L A U I I
I D O N O V A N T H S A V A S H B O
W A T T H Y F E D D E R S O R T E P



NDRELS PUZZLE

ALLEN, Richard
National Security Advisor
Resigned: Bribery

BURFORD, Anne
EPA Administrator
Resigned; Sucked up to Industrial
Polluters

CASEY, William
Director, CIA
Died: Suspected of Lying
to Congress

DEAVER, Michael
Deputy White House Chief of Staff
Convicted: Perjury (Claimed He
Was Drunk)

DONOVAN, Raymond
Secretary of Labor
Indicted: Fraud (He Beat the Rap)

FEDDERS, John
Chief Enforcer, SEC
 Resigned: Wife Beater

FISKE, Guy
Deputy Secretary of Commerce
Resigned: Shady Contracts

GIUFFRIDA, Louis
Director, Federal Emergency Management Agency
Resigned: Misuse of Gov't. Property

GRAY, Edwin
Chairman, Federal Loan Bank
Board
Caught: Attempted Bilking of Gov't

HAYES, Arthur
FDA Commissioner
Resigned: Creative Travel Billing

HELMS, J. Lynn
Chief, Federal Aviation Administration
Resigned: Skeletons in His Closet

HERNANDEZ, John W.
Acting EPA Administrator
Resigned. Played Footsies with
Dioxin Polluters

HILL, Robert
Economic Development Adminis-
tration Official
Convicted: Bribery

HORTON, John
Asst. EPA Administrator
Fired: Misuse of Gov't. Employees

HUGEL, Max
Chief of Covert Operations, CIA
Resigned: Fraud

LAVELLE, Rita
Asst. Administrator for Toxic Waste,
EPA
Convicted. Perjury

MCFARLANE, Robert
National Security Advisor
Pled Guilty: Contragate Mess
(Attempted Suicide)

MECKLENBURG, Marjory
Asst. Secretary of IHHS
Resigned: Creative Writing on Travel Vouchers

MEESE, Edwin
U.S. Attorney General
Resigned: Questionable Actions Too
Numerous to List

MILLER, Johnathan
Deputy Asst. to the President
Resigned: Contragate Fiasco

NIMMO, Robert
Head of Veterans Administration
Resigned: Misuse of Gov't. Services

NOFZIGER, Lyn
White House Aide
Convicted: Wedtech Scandal

NORTH, Oliver
National Security Council Aide
Indicted: Contraquate Debacle

NOVICK, Matthew
EPA Inspector General
Fired: Misuse of Gov't Employees

OLSON, Theodore
Asst. Attorney General
Under Investigation: Obstruction of
Justice

PERRY, Robert
EPA General Counsel
Resigned: Improper Activities

PETRO, J. William
U.S. Attorney, Cleveland
Fired & Fined: Blabbermouth

POINDEXTER, John
National Security Advisor
Indicted: Contraceptive Abortion

REED, Thomas C.
White House Counselor on National
Security
Resigned: Insider Trading

SAYAS, Emanuel
Asst. Secretary of HUD
Resigned: Improper Use of Gov't.
Employees

SCHROEDER, Victor
President, Synthetic Fuels Corp.
Resigned: Fraud

SECORD, Richard
Air Force Major General (ret.)
Indicted: Fraud

THOMPSON, Victor
President, Synthetic Fuels Corp.
Resigned: Violated Ethics Rules

TODHUNTER, John
Asst. EPA Administrator
Resigned: Hanky Panky
with Lobbyists

VOSS, Peter
Postal Service Governor
Pled Guilty: Fraud, Kickbacks

WATT, James
Secretary of the Interior
Resigned: Verbal Stupidity

WICK, Charles Z.
Director, U.S. Information Agency
Accused: Nixon-like Bugging

**Dishonorable
Mention**
REAGAN, Ronald
President, United States

BUSH, George
Vice President, United States

Oops! Talk about eerie coincidences! The answer to the puzzle above is identical to the answer of our last puzzle in which we asked you to find the names of those people most likely to be hired in a George Bush Administration!

—The Editors



P.S. Next Month: A special 48-page puzzle! "Find the Corrupt Pentagon Officials!"

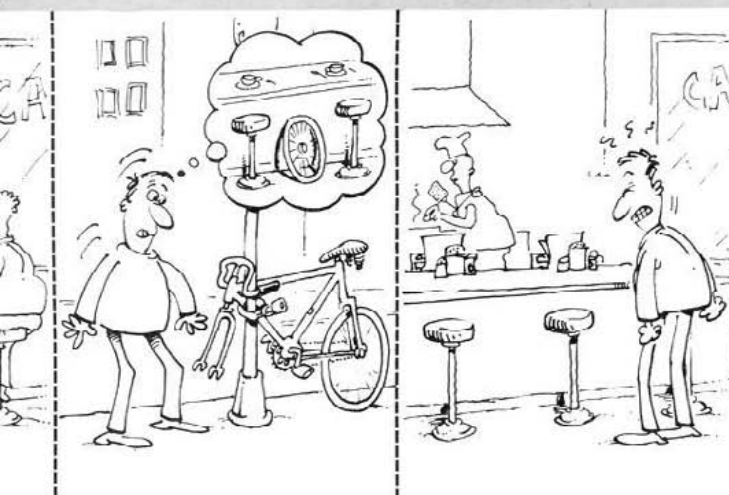
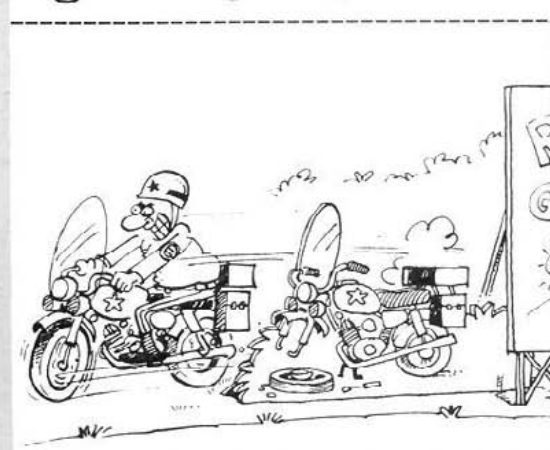
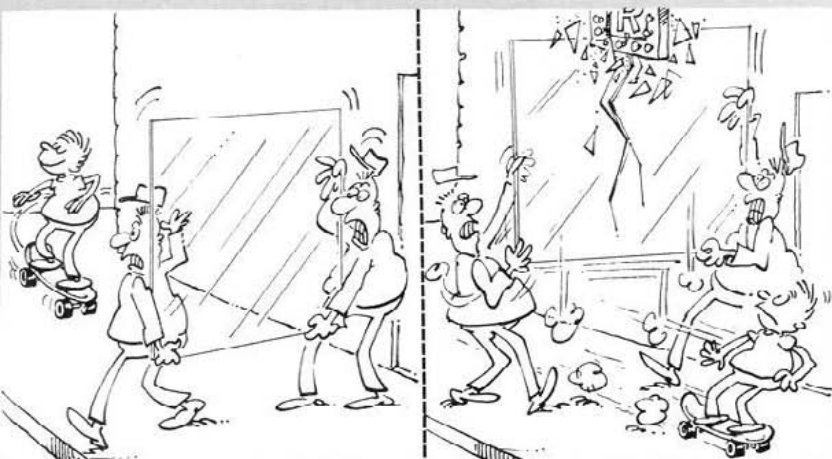


A MAD LOOK AT



SMALL WHEELS

ARTIST AND WRITER: SERGIO ARAGONES



TOONSTRUCK DEPT.

Don't you get the uncomfortable feeling that the brainstormers in Hollywood are busy thinking up ways to cash in on the great success of "Who Framed Roger Rabbit"? How will they do this? They will make lots and lots of sequels to films, mixing Toons along with the original live actors! Daffy and Dustin? Streep and Sylvester? Yup, we can envision the fast-approaching day

ARTIST: BOB CLARKE

WRITER: STAN HART



When Technology Takes Over All Of Hollywood's Films

ROXANNE TWO—NOSEY PEOPLE

In this sequel to "Roxanne," Martin's nose isn't even in the running as he goes face to face with the all-time schnoz champ, Pinocchio. Once again, Daryl Hannah opts for size—leaving Martin in the cold. Steve's only recourse is to ask Pinocchio's father to burn the boy as kindling. In a truly touching finale, the father refuses. Karl Malden should win a "Best Supporting Nose" Oscar for his role as Pinocchio's father.





PRINCE IS PETER PAN

In a daring reversal of the trend of putting animated characters into live films, Prince has inserted himself into an animated film as Peter Pan. Prince engages the evil Captain Hook in an action-packed duel: it's Hook's razor-sharp sword against Prince's purse! But the agile Prince prevails and frees the Lost Boys, who he turns into a group of interior decorators and beauticians. During the course of the film, Prince also teaches Tinker Bell how to pout and mince, as well as what it means to be a woman.

BULL DURHAM AND THE SEVEN DWARFS

Minor League catcher Kevin Costner and Pitcher Tim Robbins sense that the Durham Bulls' chances for a championship are slim after they meet their new team mates: Sneezy on first, Dopey on second, Grumpy at short, Doc on third, and Sleepy, Happy, and Bashful in the outfield. Susan Sarandon continues her custom of having an affair with a new player each year. This year, she chooses Sneezy in a mind and nose-blowing finale!



THREE MEN AND A BABY HERMAN

The swinging bachelors who proved to be such schmucks when dealing with an infant girl really have their hands full with Baby Herman. At first the little tyke amuses the three oafs when he uses their after shave lotion and smokes big cigars. He soon becomes a lot less adorable when he jimmyes the lock on their liquor cabinet, makes obscene phone calls and gets Steve Guttenberg's girlfriend "in trouble." But the three goofballs get their revenge when they change Baby Herman's diaper! Instead of using baby talcum powder, they substitute itching powder!

ROCKY AND BULLWINKLE AND ROCKY VI

The Italian Stallion hires Bullwinkle T. Moose as his new sparring partner and Rocky J. Squirrel as his new trainer. Everything goes along just fine until the night Balboa's wife, Adrian, gets drunk and goes to bed with the wrong Rocky. It isn't Adrian's infidelity that upsets Balboa; he's infuriated because she couldn't tell the difference! In a dream sequence, the late, great Appollo Creed advises Balboa to fill the spit bucket with the dreaded Toon-destroying "Dip" next time he fights Bullwinkle. Balboa does and douses Rocky J. Squirrel in Bullwinkle's corner, thereby TKO-ing his domestic conflict.



STAR TREK 12— THE SEARCH FOR GEORGE AND JUDY

The Starship Enterprise picks up The Jetsons, who have been wandering through space after losing their home due to the business failure of Spacely Sprockets. While William Shatner tries to help George fight his arch competitor, Cogswell's Cogs, Leonard Nimoy has other problems—the Vulcan has fallen in love. Unfortunately it's with Rosie, the Jetson's robot maid, whose lovemaking is, at best, mechanical.



ARTHUR III & DUMBO

After appearing in such box office disasters as "Miki and Maude" and "Santa Claus, the Movie," Deadly Dudley Moore gets some much needed help from the lovable flying pachyderm in his latest film. Dudley still thinks the serious illness of alcoholism is a gold mine of cheap jokes. As a booze (and cliché) ridden drunk, he is about to lose Liza Minelli (who would be no great loss to anyone sober). Suddenly he sees a pink Dumbo circling over head! Fearing that the Elephant is not house-broken, Moore pledges to stop drinking and swears off any more sequels to the dreary "Arthur."

TUCKER—A MAN AND HIS CAB

Jeff Bridges reprises his role as the hard-luck auto innovator, Preston Tucker. This time, he devises a car that stands on its rear wheels, bends around corners, makes wisecracks, shivers and sweats. But Tucker's ambitious plans to produce such a car are foiled by the Big Three—not Ford, Chrysler, and G.M.—Disney, Warner Bros. and Hanna-Barbera!

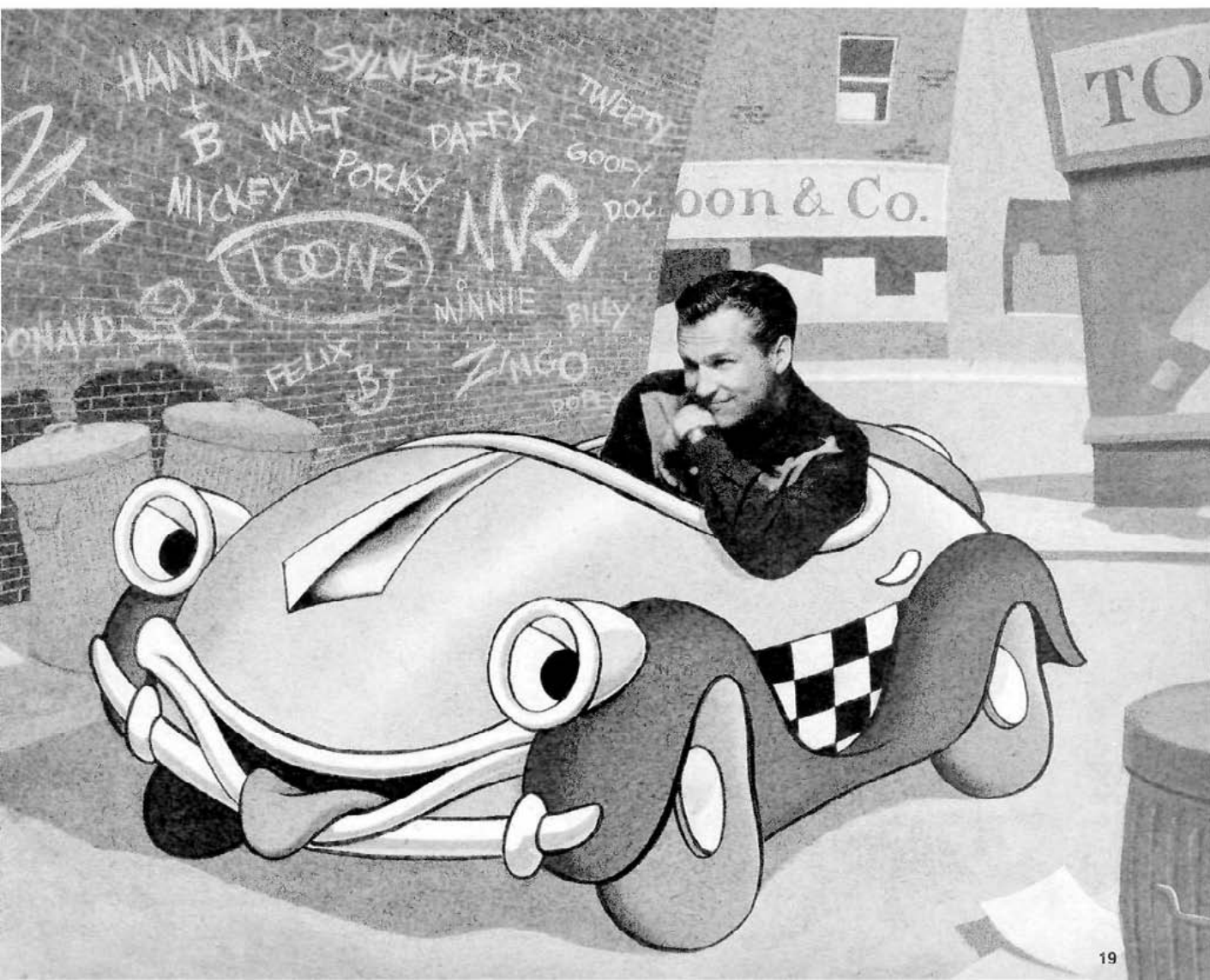
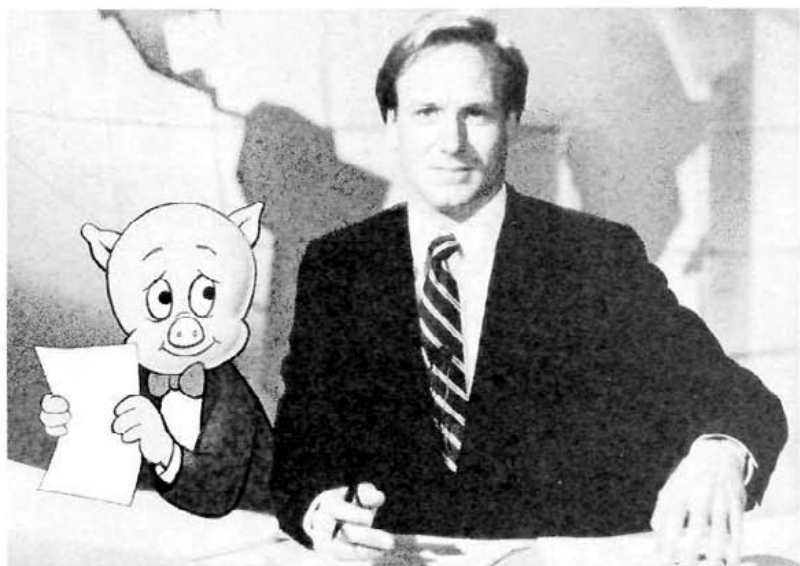
RETURN OF ALIEN 6

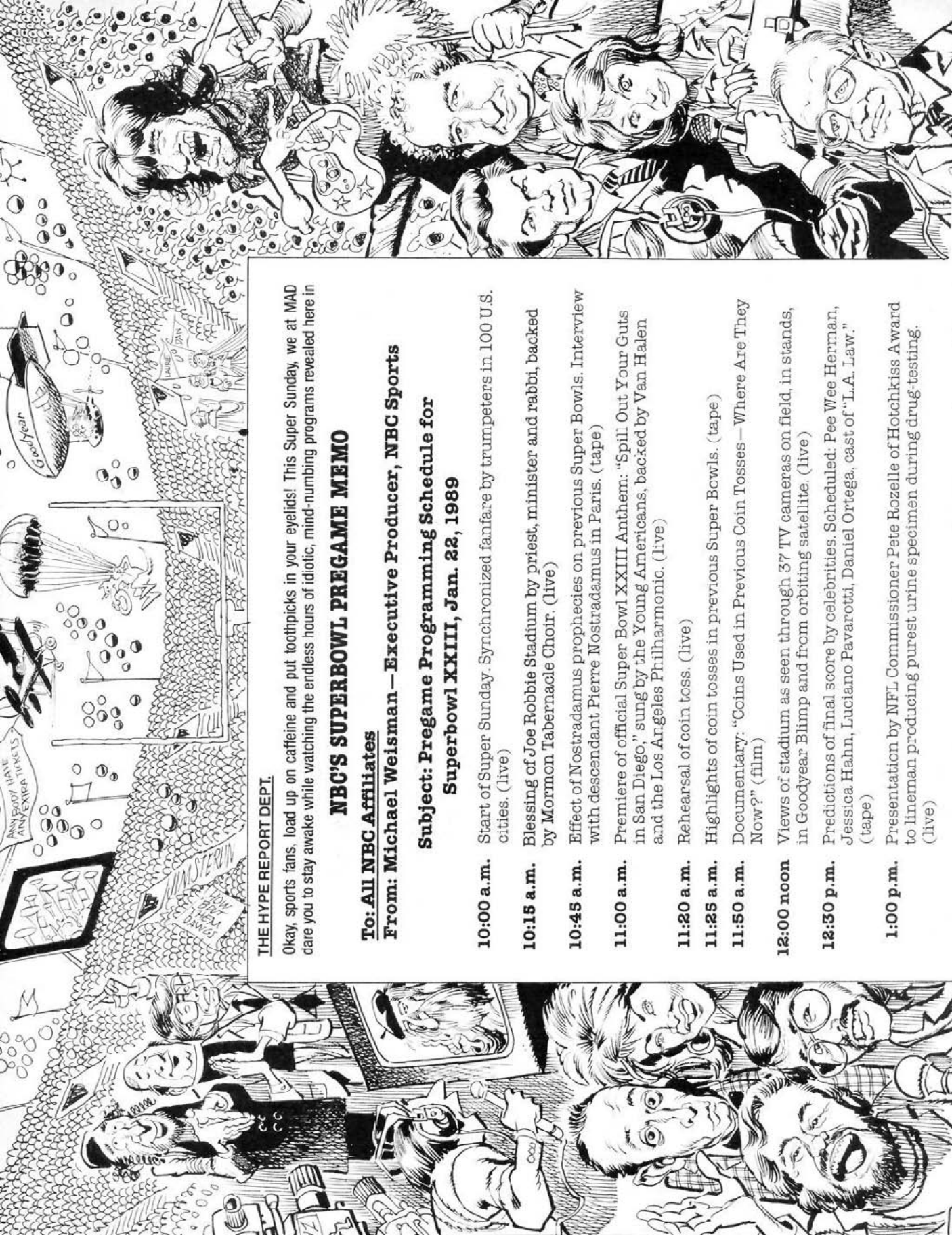
In this version of "Alien," Sigourney Weaver and the spaceship crew have their hands full as they try to capture a new alien, played by the Road Runner. They can't grab the slippery invader and the spaceship starts to fall out of control because the Road Runner's speed lines are screwing up the ship's computer readout. Sigourney finally corners Road Runner, but her attempt to talk to him is drowned out by his incessant and extremely irritating "Beep Beep!" Then she gets the brilliant idea of bringing in Wile E. Coyote and letting him and Road Runner drive themselves crazy, chasing each other through the spacecraft as it heads for home.



RE-BROADCAST NEWS ►

Holly Hunter and William Hurt are paired again, but this time they work for competing networks. Because her company is an equal-opportunity employer, Holly is forced to hire Sylvester the Cat as her news anchorman, even though he sprays the camera with saliva whenever he speaks. Thinking that Holly has hired Sylvester to boost her network's ratings, Hurt tries to do her one better by employing Porky Pig. But Hurt gets into deep trouble when his new protégé makes the half-hour news run two hours and forty-five minutes because of his stuttering.





THE HYPE REPORT DEPT.

Okay, sports fans, load up on caffeine and put toothpicks in your eyelids! This Super Sunday, we at MAD care you to stay awake while watching the endless hours of idiotic, mind-numbing programs revealed here in

NBC'S SUPERBOWL PREGAME MEMO

To: All NBC Affiliates

From: Michael Weisman — Executive Producer, NBC Sports

**Subject: Pregame Programming Schedule for
Superbowl XXIII, Jan. 22, 1989**

- 10:00 a.m.** Start of Super Sunday. Synchronized fanfare by trumpeters in 100 U.S. cities. (live)
- 10:15 a.m.** Blessing of Joe Robbie Stadium by priest, minister and rabbi, backed by Mormon Tabernacle Choir. (live)
- 10:45 a.m.** Effect of Nostradamus prophecies on previous Super Bowls. Interview with descendant Pierre Nostradamus in Paris. (tape)
- 11:00 a.m.** Premiere of official Super Bowl XXIII Anthem: "Spill Out Your Guts in San Diego," sung by the Young Americans, backed by Van Halen and the Los Angeles Philharmonic. (live)
- 11:20 a.m.** Rehearsal of coin toss. (live)
- 11:25 a.m.** Highlights of coin tosses in previous Super Bowls. (tape)
- 11:50 a.m.** Documentary: "Coins Used in Previous Coin Tosses — Where Are They Now?" (film)
- 12:00 noon** Views of stadium as seen through 37 TV cameras on field, in stands, in Goodyear Blimp and from orbiting satellite. (live)
- 12:30 p.m.** Predictions of final score by celebrities. Scheduled: Pee Wee Herman, Jessica Hahn, Luciano Pavarotti, Daniel Ortega, cast of "L.A. Law." (tape)
- 1:00 p.m.** Presentation by NFL Commissioner Pete Rozelle of Hotchkiss Award to lineman producing purest urine specimen during drug-testing. (live)



- 1:30 p.m.** Panel discussion by sod experts on effect of grass length on foting of oppsing cornerbacks. (tape)
- 1:50 p.m.** Test-blowing of official game whistle by referee and head linesman. (live)
- 2:00 p.m.** Highlights of Super Bowls I through XXII. (tape)
- 3:00 p.m.** Seance interview with Vince Lombardi. (live)
- 3:20 p.m.** Injury update. Special guest: Jock itch specialist Harlow Wilferman, M.D. (live)
- 3:45 p.m.** World View of Super Bowl - Part 2. "The NFL Tradition and Its Effect on Glasnost." (tape)
- 4:00 p.m.** Entrance into stadium of Super Bowl King, Queen and entourage in chariots pulled by team of Budweiser Clydesdales. (live)
- 4:30 p.m.** Panel. Six nutritionists analyze fiber intake of Game Day breakfasts of oppsing quarterbacks. (live)
- 5:00 p.m.** Opinion. Dr. Ruth Westheimer discusses effect of pre-game sex on coaching staffs. (tape)
- 5:30 p.m.** Science Report. Experts assess bio-rhythms of linebackers with predictions on performance. (live)
- 6:00 p.m.** Tour of Neepville, Ohio, boyhood home of alternate field judge Elmer Wiggins. (film)
- 6:25 p.m.** "Pigskin Hell - Anatomy of a Football" How one is made, from the slaughtering of the cow to the final stitching. (film)
- 7:00 p.m.** Introduction of teams; coin toss. (live)
- 7:25 p.m.** Slo-mo instant replay of coin toss. (tape)
- 7:45 p.m.** Reverse-angle of coin toss. (tape)
- 8:00 p.m.** Opening Kickoff. (live)

ARTIST: JACK DAVIS

WRITER FRANK JACOBS



THE KING IS BLEED DEPT.

Elvis Presley died in 1977. At least, that's what most people believe. But there's still a bunch of kooks who think he faked his death and is really alive. Not to mention the fast-buck hucksters living off the Presley legend. Which makes us ask: "What would Elvis say about all this?" Most likely, he'd pick up his guitar and sing...

"DON"



'T BE FOOLED'

(sung to the tune of "Don't Be Cruel")

There's a *number* folks...are...cal-lin'
(and you know it's *not*...toll-free)
With a *tape* of some *guy*...drawl-in',
Who is *claim-in'* to...be...me.
DON'T BE FOOLED!
'Cause it just ain't true!

There's a *girl* in *San*...Di-e-go,
Who's convinced that I...ain't...dead;
Says I drive a *Win-ne-ba-go*
With a *para-keet*...named...Fred.
DON'T BE FOOLED!
That's a rip-off too!

They're just *play-in'* with...your...head;
Ev'rybody...knows
The King is dead!

There's a load of *im-i-tat-ors*
Comin' off as *El-vis*...clones—
Mainly *crum-my second*...rat-ers.
Makin' *mon-ey* off...my...bones.
DON'T BE FOOLED!
That ain't noth-in' new!

Makes no *diff-rence* how...they...sound;
I'm still *bur-ied*
Six feet underground!

There's a *book* by an...ad-mir-er,
Says I live in *Mam-moth*...Cave,
And she swears in...the...*"En-quir-er"*
Jimmy Hoffa's in...my...grave.
DON'T BE FOOLED!
Not a word is true!

You can tell the *tab-loid*...press,
The King's got no
Fowarding address!

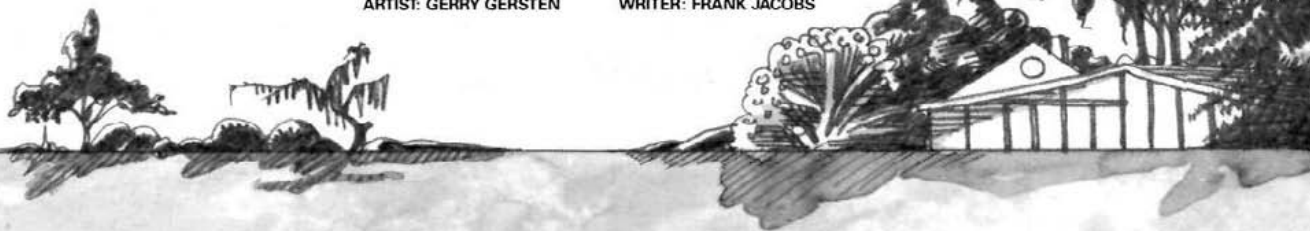
If you want an *ex-plan-a-tion*
For the *stor-ies* they...contrive,
Check the *rise* in...cir-cu-la-tion
Ev'ry time I'm "*proved*"...a-live.
DON'T BE FOOLED!
They're all conning you!

Don't let it *break*...your...heart;
Where...I've...gone
There's no Top Forty Chart!

Yes, I'm *push-in'* up...the...*dai-sies*,
But the *uproar* just...won't...cease,
'Cause the *world* is full of...*cra-zies*
Who won't let me rest...in...peace!
DON'T BE FOOLED!
This I'm tellin' you!
DON'T BE FOOLED!
What they say ain't true!

ARTIST: GERRY GERSTEN

WRITER: FRANK JACOBS





Muttel JACKO-IN-THE-BOX

Kids love to wind box until the obnoxious Australian battery pitchman pops out! Repulsive. Ages 3 1/4-3 1/2.

(One oversized Energizer battery not included)

999

Unintendo EXCITING UNINTENDO GAME CARTRIDGES

50 titles to choose from! All basically the same game.

Ages 8-death.

(Two LL batteries not included)

59⁹⁵ Each

**50
EXCITING
TITLES**



Porker Brothers SUPER DELUXE OPERATION GAME

You be the doctor! Improved version of this classic skill game uses real human organs. Refrigerator required. Ages Pleistocene-Bronze.

(Four F batteries not included)

139⁹⁹



Kenner TRANSROBONAUTS ACTION ASSORTMENT SET

Clicks, snaps and interchanges with Technobugs, Dinotrons, Slimemasters and Transrodent Reptobots to form a pile of rubble you won't know what to do with! Ages 8-8.

(Three D, twelve C, thirty-nine AA batteries not included)

48⁹⁹

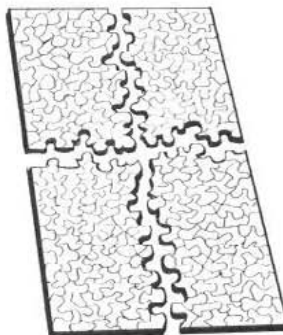
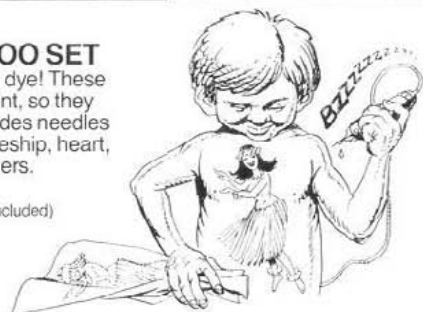
Wiltin' Badley JUNIOR TATTOO SET

No paint! No ink! No dye! These tattoos are permanent, so they won't wash off! Includes needles and stencils for battleship, heart, "mom," hula girl, others.

Ages 3-up.

(One dry cell battery not included)

19⁷⁹



Ohio Aren't EASY-DOES-IT NO SWEAT JIGSAW PUZZLE

Molded four-piece jigsaw puzzle actually looks like 2,060 pieces! Assembles in 12 seconds.

Illustrated instructions make for even easier assemblage. Gives you a false sense of accomplishment! Ages 45-up.

(A.E.I.O.U. batteries not included)

9⁹⁵

SE
IONS!

NO
GUARANTEES!

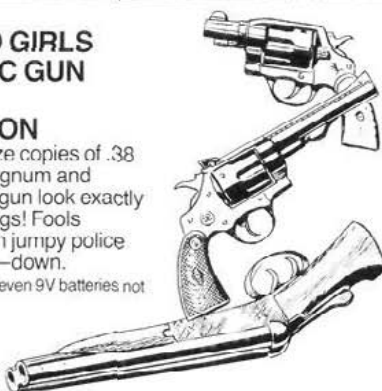
TOYS "R" U

**Remcoma
BOYS AND GIRLS
AUTHENTIC GUN
REPLICA
COLLECTION**

Genuine, life-size copies of .38
Special, .44 Magnum and
Sawed-off Shotgun look exactly
like the real things! Fools
everybody, even jumpy police
officers! Ages 6—down.

(One hundred and seven 9V batteries not
included)

118⁹⁹



ARTIST: GEORGE WOODBRIDGE

WRITERS: CHARLIE KADAU & JOE RAIOLA

**Playskull
SHIFTY SHELDON
THE CORRUPT
ACCOUNTANT**

Computerized learning tool
teaches preschoolers about tax
evasion, double ledger entries
and embezzling. Ages
Conception—burial.

(One car battery not included)

219⁹⁹



**NG Toys
SNURF PLAY FIGURES**

All new collection of those cuddly,
adorable Snurfs including
Flasher, Pimp, Junkie, Mugger,
others. Ages mixed-up.

(Four AC/DC batteries not included)

6⁹⁹ Each

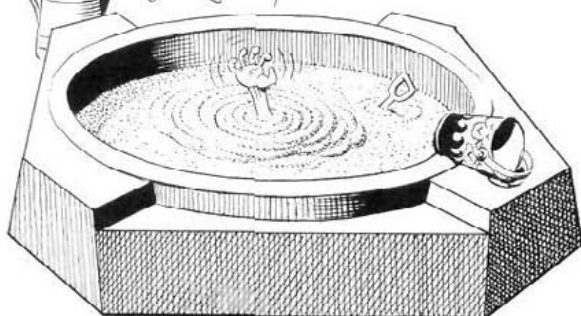


**Fisher-Price
QUICKSAND BOX**

Comes fully assembled. Just add
water and it's ready to go! (Not
recommended for children under
five feet tall.) Ideal summer fun!
Ages 2 years, 5 months, 24
days—6 years, 11 months, 3 days.
6 hours, 53 minutes, 7 seconds.

(One A battery not included)

78⁹⁷



**Porker Brothers
TRIVIAL TRIVIA**

Over 1,000 questions and
answers ripped off from other
trivia games better than this one!
Ages Birth—up.

(1/2 D battery not included)

99⁹⁹

**Guffy
GUMBO GUMBY**

Obese, unhappy version of
everyone's favorite clay figure!
Unbendable. Ages 7—up.

(Four AA batteries not included)

28⁹⁹



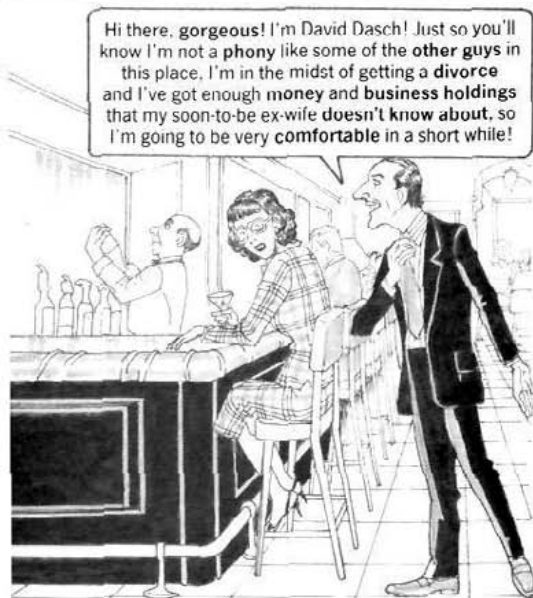
EXPLANATIONS



BERG'S-EYE VIEW DEPT.

THE LIGHTS

RELATIONSHIPS



FEELINGS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

ADAPTING



CHICHESTER, W. FAMILY
GLASS BLOWERS
1830 323 0001



CAR PHONES



GOLF



RELATIVITY



EMPLOYMENT



WISDOM



SELF-IMPROVEMENT



CATS



DIETING



THE OFFICE

Ah-biddy-bah! Damn this lousy rubber cement! Where does Stan Cohen get this stuff? He must make it in his basement! Ah-biddy-bah! Biddy-Bah!

There goes Lenny running off at the mouth again! He's so darn loud, and never stops ranting and raving! Listen to that silly nonsense!

Biddy-bah! Biddy-bah!

That's true, but Lenny serves a very important function in this organization...

He keeps the rest of you goof-offs awake!



ADVANCED STUDIES

What did you learn in your sex education class?

Nothing I didn't already know!

We just had different names for everything!



DOCTORS

What seems to be the trouble this time, Kaputnik?

I have this sharp pain in my back, Doctor!

Did you have a fall?

No, it's from sitting in your waiting room for two hours!



Everyone knows that the world's greatest actors are not in the movies! Nope, they're in arenas around the country! That's right, the world's greatest actors are professional wrestlers! After all, who but the very best of actors could make such a large percentage of the populace believe their preposterous routines are real? This got us to thinking. As long as Hollywood continually insists on redoing old film classics, why not hire these potential Academy Award winners for some honest work! So, join us now in a futuristic stroll down memory lane as MAD begins...

Recasting Famous Old Movies With Today's Famous Wrestlers

ARTIST: SAM VIVIANO

WRITER: J. PRETE

THE GODFATHER STARRING BRUNO SAMMARTINO

Jake the Snake (*mumble*), I want you and the Killer Bees (*mumble*), to take a trip to the Heenan Family and make them an offer they can refuse!

What's wrong with Don Bruno? He's not making any sense when he talks!

He's been that way ever since the "hit"!

You mean when they rubbed out Lucca Brazzi?

Not that kind of hit! I'm talking about when Andre the Giant hit The Godfather on the head with a chair during their last match!

Yeah! Ever since then. Don Bruno's brain sleeps with the fishes!



THE UNTOUCHABLES

STARRING **THE HONKY TONK MAN**, **THE HART FOUNDATION**,
JIMMY "THE MOUTH OF THE SOUTH" HART AND **THE ROUGEAUS**

Wrestling is a lot like playing rock 'n roll in a band! There's a guitar, drums, and a bass all playin' together as one! I'm talkin' about teamwork!

That's right, daddy-o, teamwork! You tell 'em!

Teamwork!

Teamwork!



Only sometimes, some wrestlers don't understand teamwork and need to be taught a lesson! Isn't that right, Hitman?



See, if somebody messes with me, then I'm gonna mess with them! Get the picture?

Beautiful, baby, beautiful! Elvis may be gone, but you'll live forever as the greatest Intercontinental Champion of all time!



GOOD MORNING, VIETNAM

STARRING
Bobby "THE BRAIN" HEENAN

Good morning Monsoooooon and Vietnam! Okay, all you humanoids out there, listen up! What's wrong with you morons? You're getting your butts kicked all over Southeast Asia!



Read my lips—you need a new manager! Forget Westmoreland! The guy's a loser! You need an individual with **smarts**! You need to join the Family of Bobby Heenan! They didn't name me "The Brain" for nothing! Sign on with me and I'll send those gooks a Rude Awakening!



Then I'll send Herc to mop it up! But right now, here's Nikolai Volkoff to sing the Russian National Anthem! Stand up, Monsoon!



NO WAY OUT

STARRING
Nikolai Volkoff and Slick



Now let me get this straight, Mister Secretary of State! You say that a Russian spy named "Uri" has infiltrated the Pentagon?

Correct! We need someone above suspicion to expose him! We have no idea who Uri can be!

Well, look no further, Jack! My man Nikolai is the cat to catch this rat!

Really? Have you had any personal experiences with Russians Nikolai?

Yes, Comrade... Mr. Secretary! The night my partner Boris Zukoff and I, Nikolai, crushed that dog Hulk Hogan, we celebrated with famous Russian drink — the Moscow Massacre! Is one part Russian vodka, two parts Russian dressing!

Excellent! Your credentials are obviously above reproach! I have a gut instinct you're the perfect man for this job! If there's a Russian anywhere in the Pentagon, I'm sure you'll find him, Mr. Volkoff!



TRADING PLACES

STARRING JESSE "THE BODY" VENTURA, VINCE McMAHON, Ted "THE MILLION DOLLAR MAN" DiBIASE AND THE JUNK YARD DOG



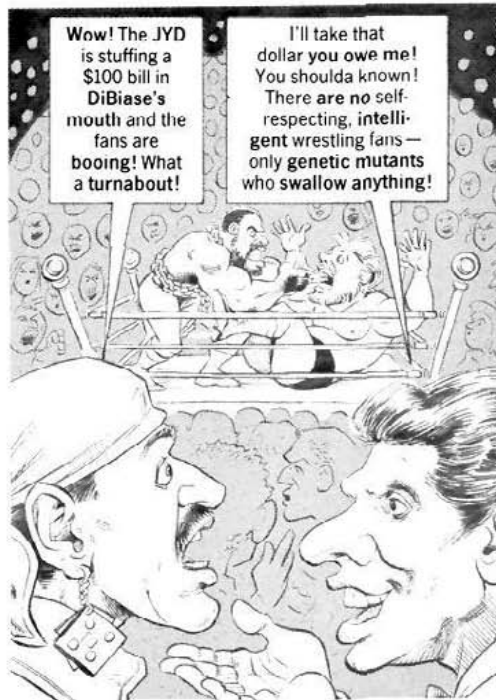
Say, can you help a poor wrestler who's recovering from when Greg "The Hammer" Valentine did him in with a Figure Four Leglock?

I'll bet you a dollar I can concoct a crazy scenario that will turn the good guy Junk Yard Dog into a bad guy the fans will hate, while, at the same time, turning the hated Million Dollar Man into a good guy fans adore! All in one week!

Forget it! No self-respecting, intelligent wrestling fan will believe it!

I'm talking "buy it," not "believe it!" As long as they spend \$15 on a pay-per-view, who cares what they believe!

It's a bet, McMahon!



Wow! The JYD is stuffing a \$100 bill in DiBiase's mouth and the fans are booing! What a turnabout!

I'll take that dollar you owe me! You shoulda known! There are no self-respecting, intelligent wrestling fans — only genetic mutants who swallow anything!

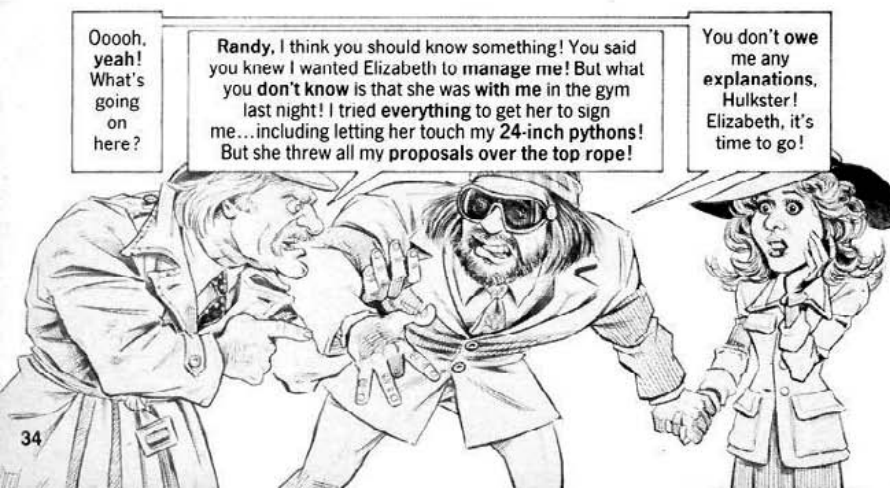
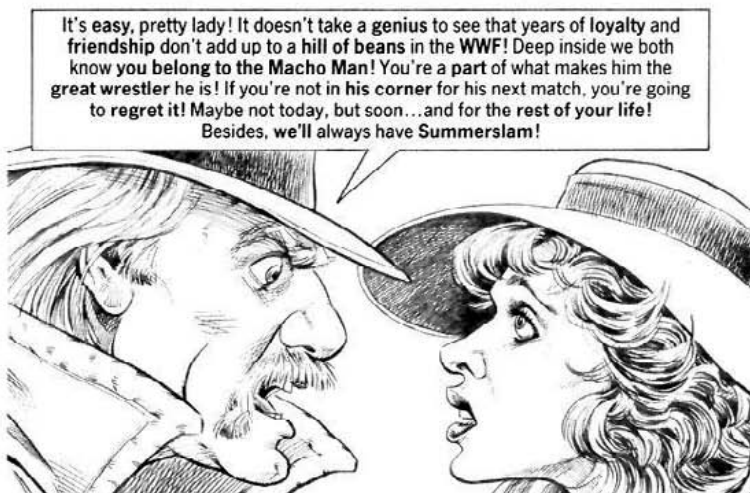
BIG

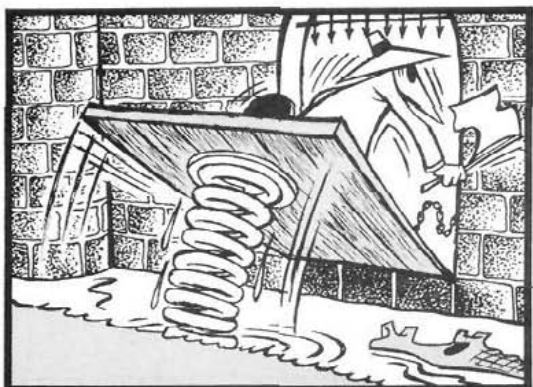
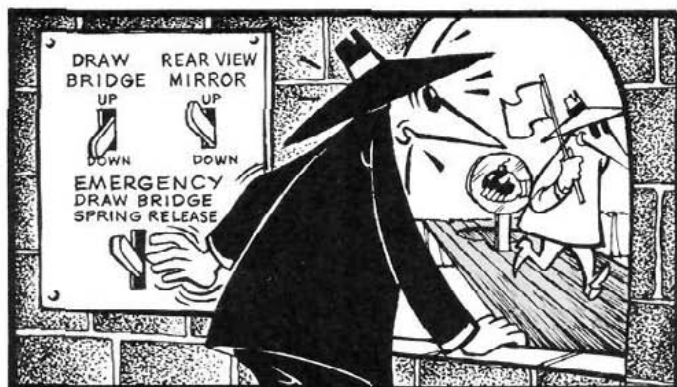
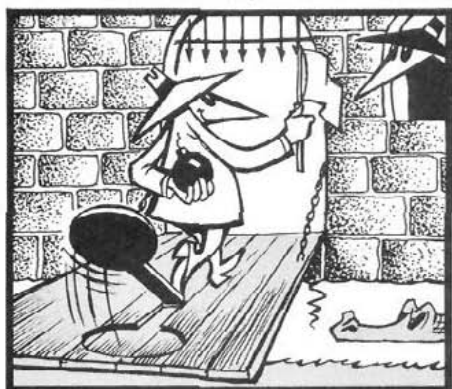
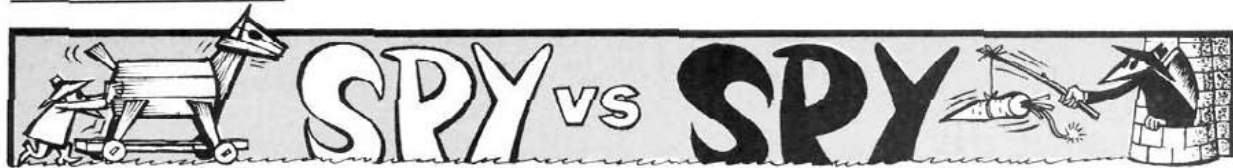
STARRING
GEORGE "THE ANIMAL" STEELE



CASABLANCA

STARRING HULK HOGAN, RANDY "MACHO MAN" SAVAGE, MISS ELIZABETH AND MR. FUJI

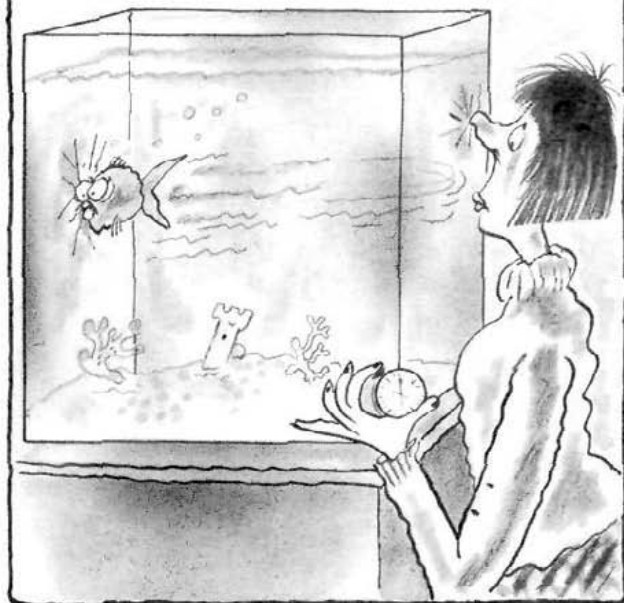




TRAINING A CLAM TO DO "STUPID PET TRICKS"



TIMING EXERCISE SWIMMING LAPS FOR YOUR FAT GOLDFISH



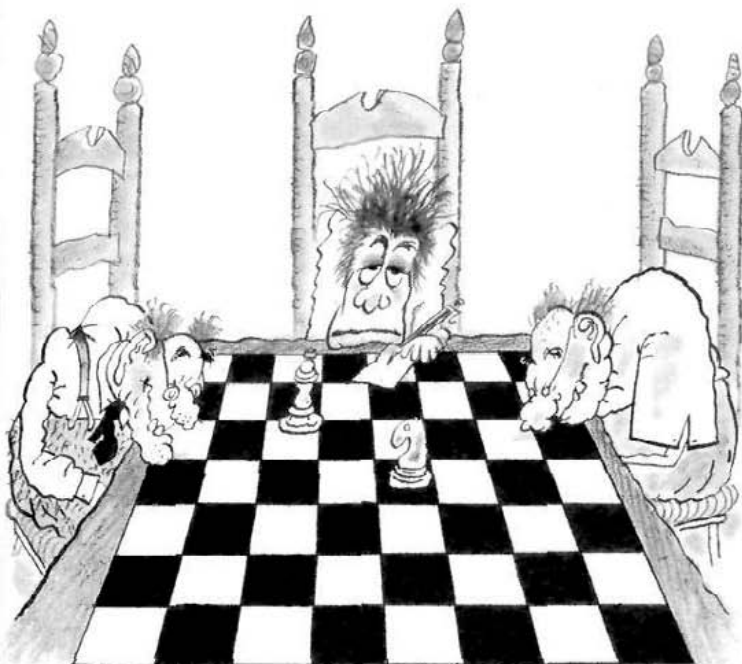
A BOUQUET OF YAWNING GLORIES DEPT.

Some CLASSIC EXAMPLES of

GROWING YOUR FIRST MOUSTACHE WHILE
WATCHING THE WEATHER CHANNEL



SCORE-KEEPING A SENIOR CITIZEN CHESS TOURNAMENT



RECONSTRUCTING SHREDDED TEST QUESTIONS



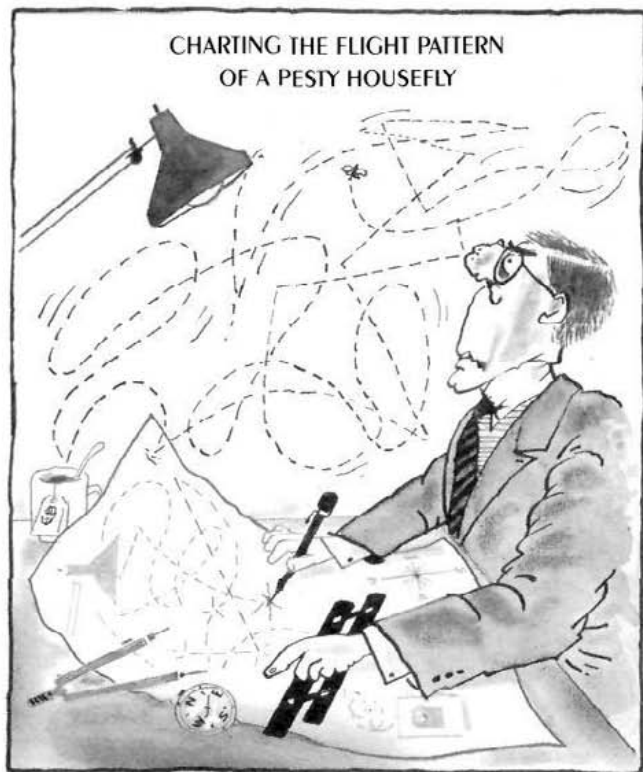
ANSWERING ALL YOUR JUNK MAIL
IN CALLIGRAPHIC SHORTHAND



WORLD CLASS BOREDOM

ARTIST AND WRITER: PAUL PETER PORGES

CHARTING THE FLIGHT PATTERN
OF A PESTY HOUSEFLY



TEACHING YOUR PARAKEET IRREGULAR FRENCH VERBS



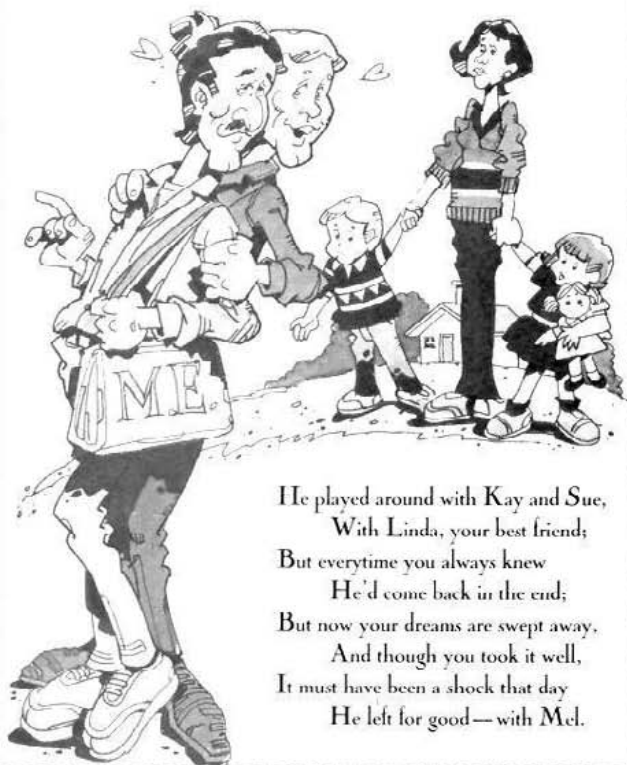
The biggest problem in buying greeting cards is finding one that salutes an extraordinary

GREETING For Very, Special C



ARTIST: BOB JONES

To a Deserted Wife



He played around with Kay and Sue,
With Linda, your best friend;
But everytime you always knew
He'd come back in the end;
But now your dreams are swept away,
And though you took it well,
It must have been a shock that day
He left for good—with Mel.

To a Man Who's Been Institutionalized

Last week you were King George the Fourth,
Today you're Aaron Burr;
Tomorrow you'll be Ollie North
Columbus or Ben-Hur;
Your sanity, the doctors say,
There's no hope of restoring;
You're nuts, of course, but what the hey—
At least your life's not boring!



Bob Jones

To a Man Who's Just Come Out of a 10-Year Coma



Some changes in your life you'll find
Now that you have "come back";
Your business partner's robbed you blind;
Your wife is hooked on crack;
Your daughter lives with seven guys;
Your son is into sheep;
On second thought, it might be wise
If you went back to sleep!

occasion. Such cards simply don't exist. At least till now. Which is our way of introducing

G CARDS

or

Very

Occasions

IDEA: JEFFREY L. COHEN

WRITER: FRANK JACOBS

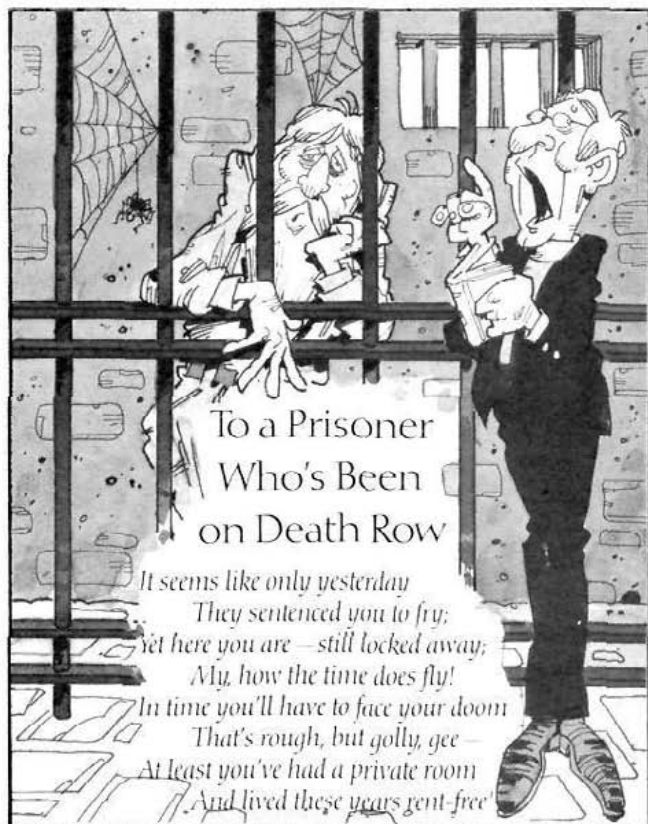
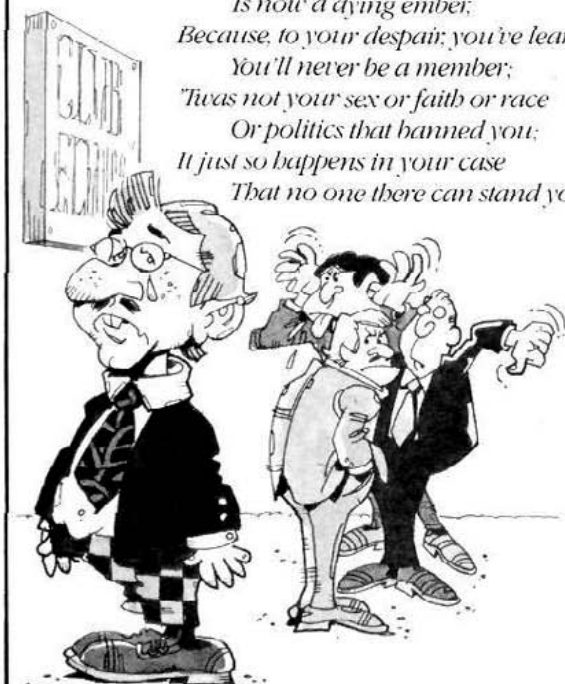


To
a Man
Who's Been
Run Over
by a
Steamroller

We never thought you would survive,
You surely must be blessed;
Not only are you still alive,
Your shirt and pants got pressed;
Your body, well, it's changed somehow—
Just where, we can't decide;
We only know you're thinner now—
At least seen from the side.

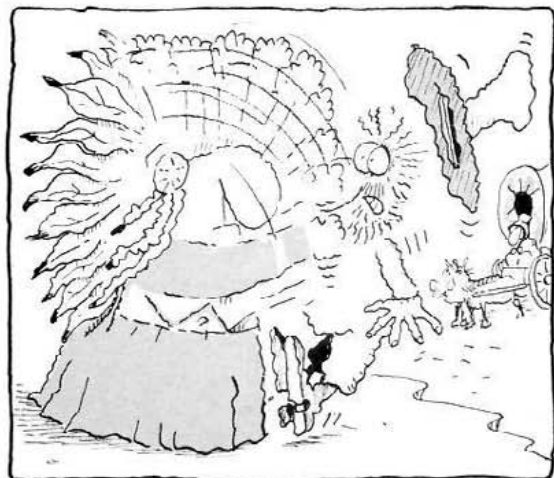
To Someone Blackballed By an Exclusive Club

The hope that once so brightly burned
Is now a dying ember;
Because, to your despair, you've learned
You'll never be a member;
'Twas not your sex or faith or race
Or politics that banned you;
It just so happens in your case
That no one there can stand you.



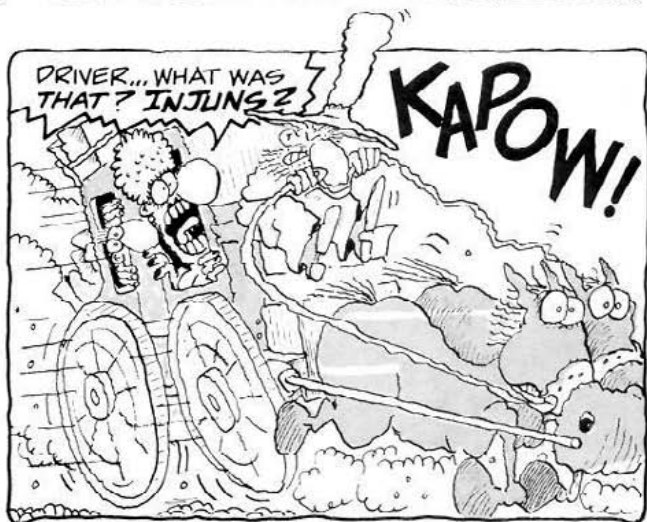
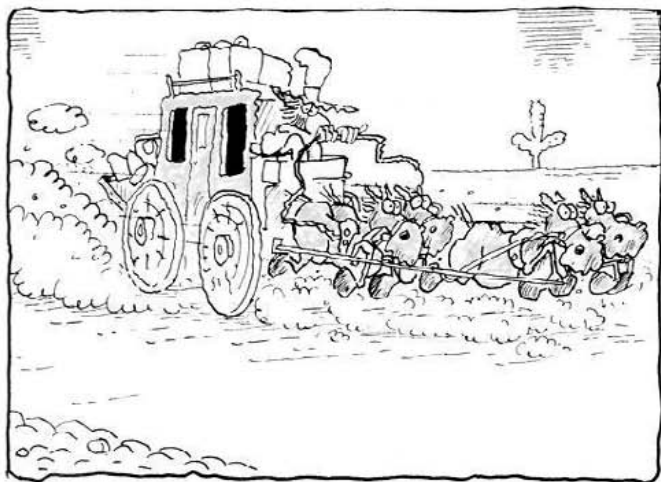
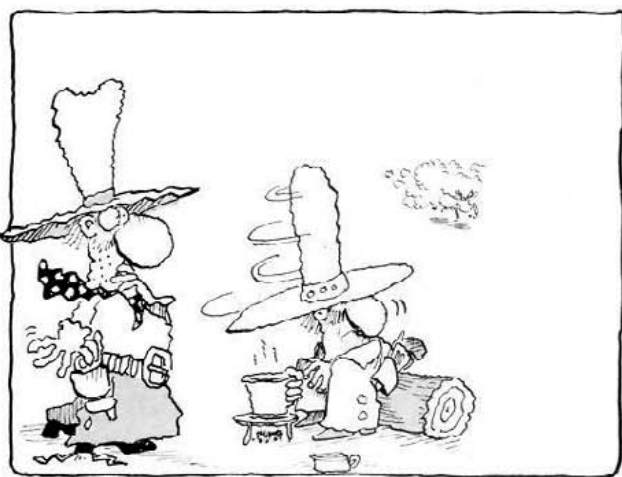
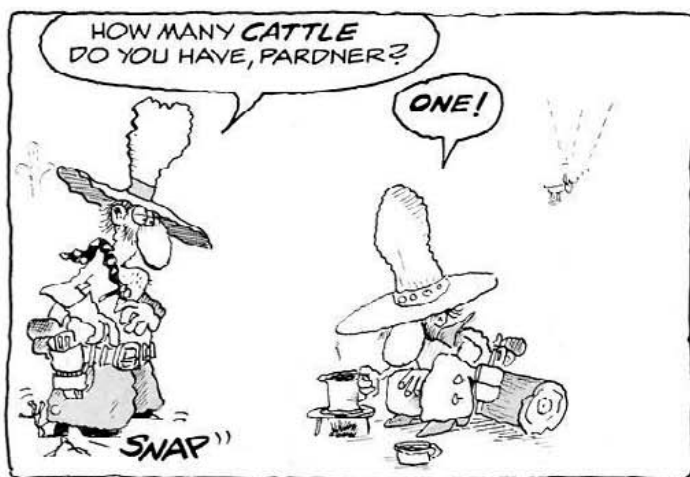
To a Prisoner
Who's Been
on Death Row

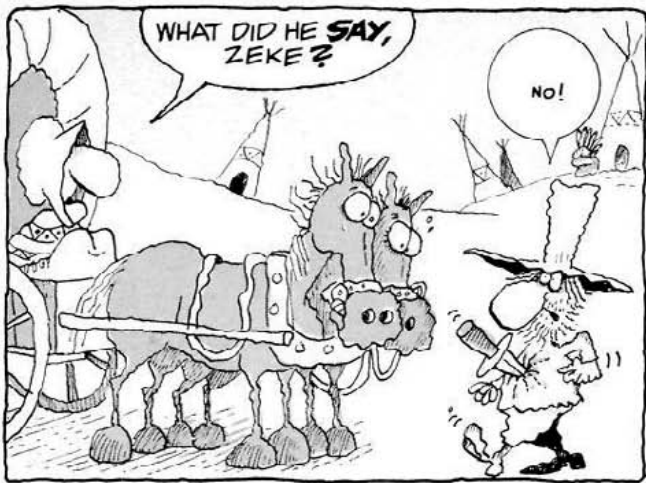
It seems like only yesterday
They sentenced you to fry;
Yet here you are—still locked away;
My, how the time does fly!
In time you'll have to face your doom
That's rough, but golly, gee—
At least you've had a private room
And lived these years gent-free!



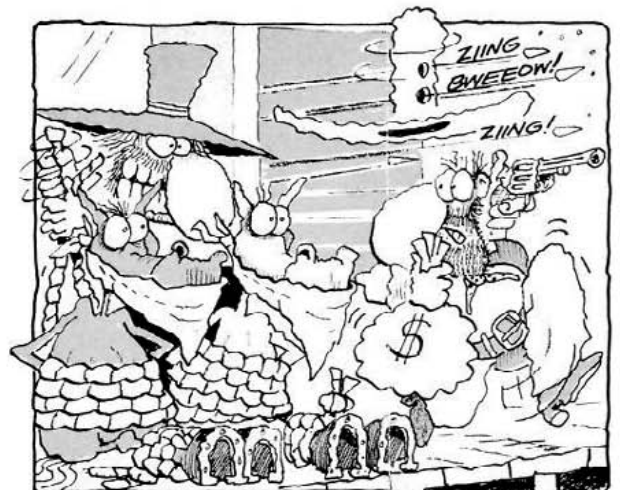
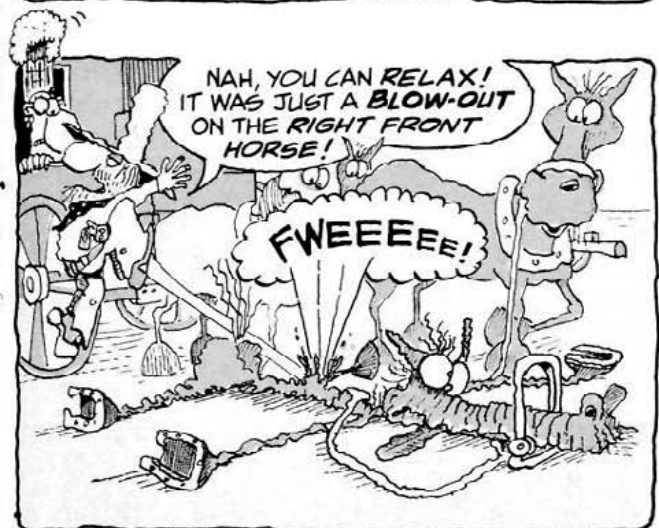
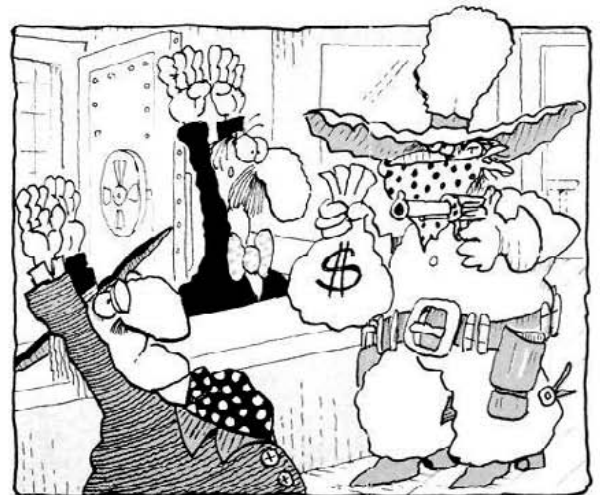
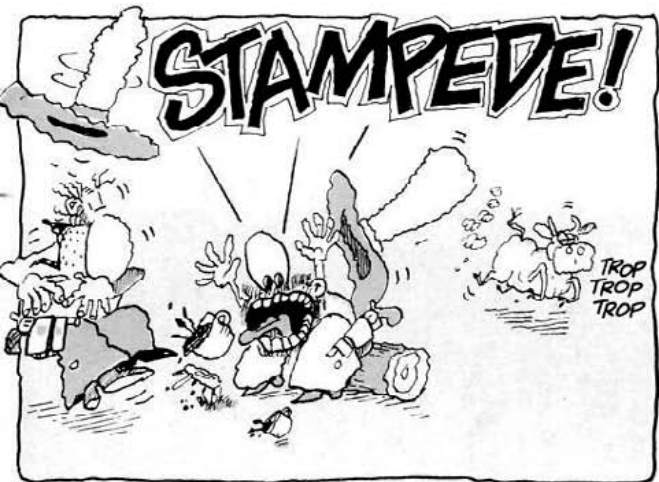
HOME ON THE STRANGE DEPT.

DUCK EDWING MOSEYS



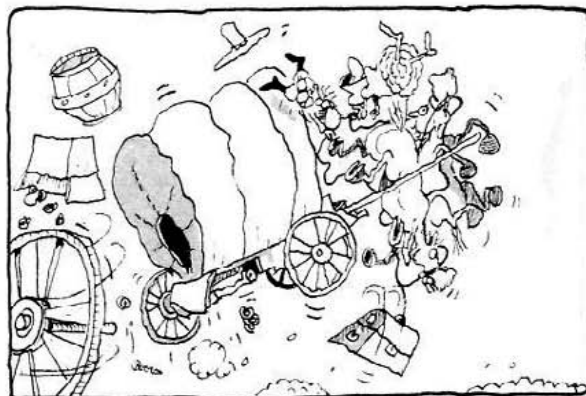
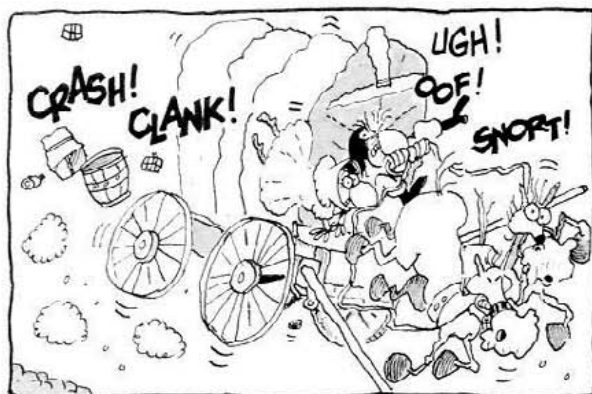
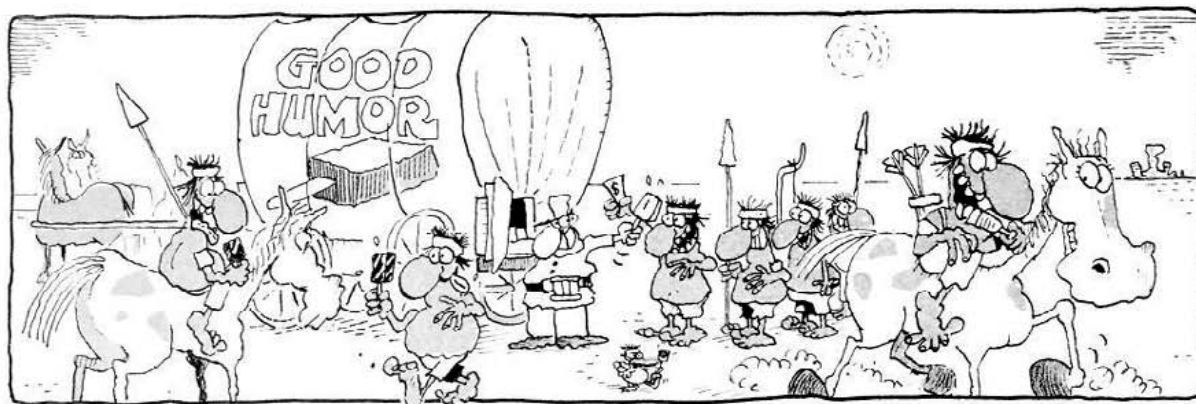


OUT WEST



ARTIST AND WRITER: DUCK EDWING





SWIZZLE-SCHTICK DEPT.

Imagine a movie where everyone drinks like a fish, but no one ever suffers a hangover, has liver disease or a fistful of D.W.I. offenses. Imagine a movie where the only way to succeed in business is to get tossed out of business school. Imagine a movie where you can treat women as pieces of meat, skate through life on your good looks and still wind up living happily ever after. Sound like a load of Hollywood bull? That's what we thought, too. Which is why we're calling this recent movie hit a...



ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO



You're pretty new at bartending, aren't you, Lying?

How can you tell, Slug?

No one's ever asked me how to make a white wine before! Let me tell you my **Four Rules of Bartending**. Rule One: Forget brains! I was able to nail down this great job because I have no brains! Rule Two: Forget morals and forget ethics! There's more to rule two but I forget what! Rule Three: Serve the customers the cheap booze and drink the good stuff yourself! People say booze rots the mind, but they're wrong! Rule Seven...

You said there were Four! You just went from Three to Seven!

It's three to seven already? Time sure flies! I'll tell you the most important rule later! Right now I have to go and hustle customers to drink!

You're very young to be in a bar! Didn't they ask for some I.D.?

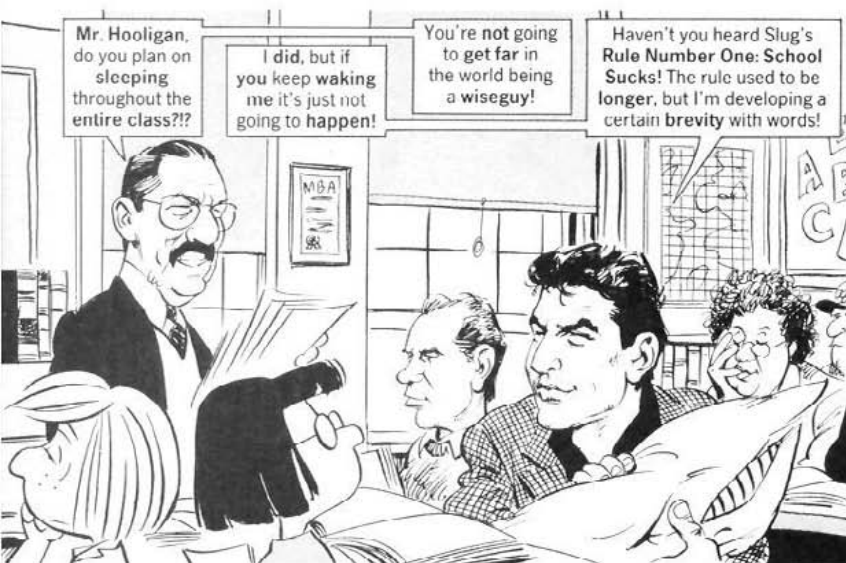
Of course! They asked for two pieces of I.D.! So I showed them my Girl Scout Membership card and my Junior High gym pass!

Do...hic...you see think...hic...I've had too much to drink...hic?

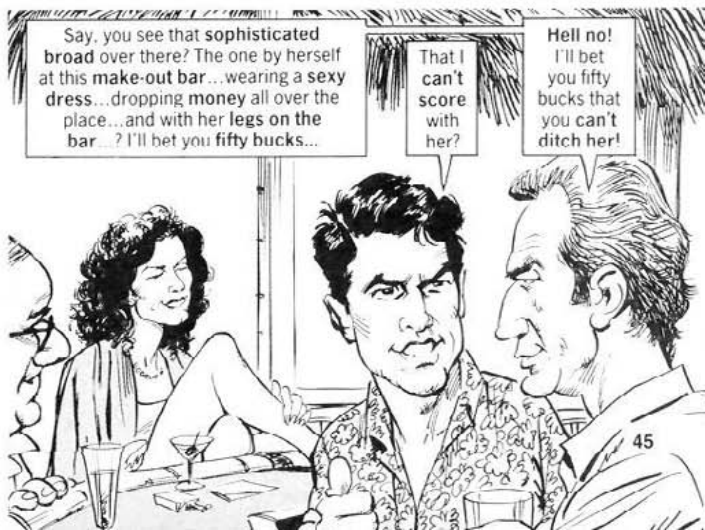
Not for this bar! You still have your underwear on! How about a refill?

I'm Lying's uncle and I run a bar, too! Slug forgot an important rule of successful bartenders: Never give away free booze! Of course, accepting free booze is another matter! Waitress, have Lying pour me another complimentary cocktail!

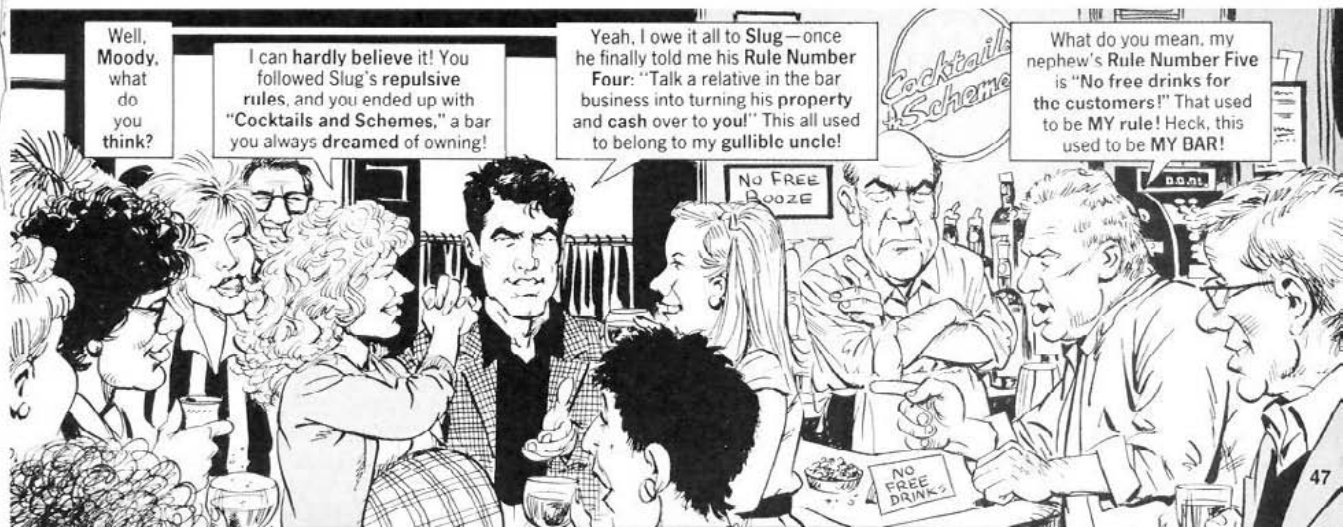
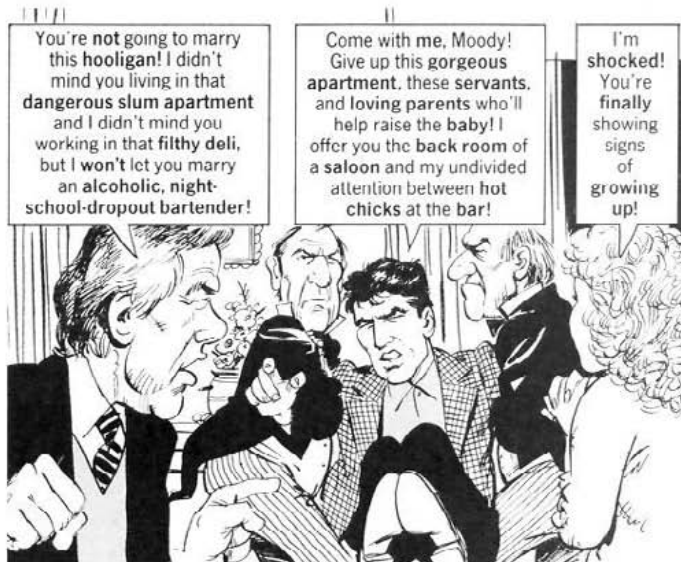




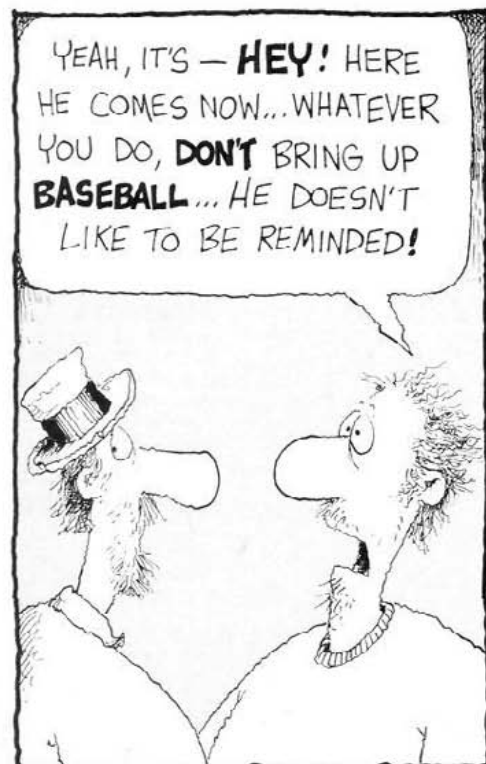
Somewhere in Jamaica...







DRAMA ON PAGE 48



◀ B

**OUR PLEDGE
TO YOU:**

If your parents don't buy you what
you want, start kicking and
screaming at the top of your lungs.
Then they'll buy you anything. We
guarantee it.



Iggy
The
Iguana

TOYS "R" U

THE WORLD'S GREEDIEST TOY STORE

Sizzling Hot Toy Savings!

OUR PRICES AREN'T AS HIGH AS USUAL!



Sikko

MR. MEATHEAD

Use your favorite cuts of beef,
pork and lamb to make clever,
funny figures! Ages 1-up.
(Seven AAAAAA batteries not included)

10⁹⁹

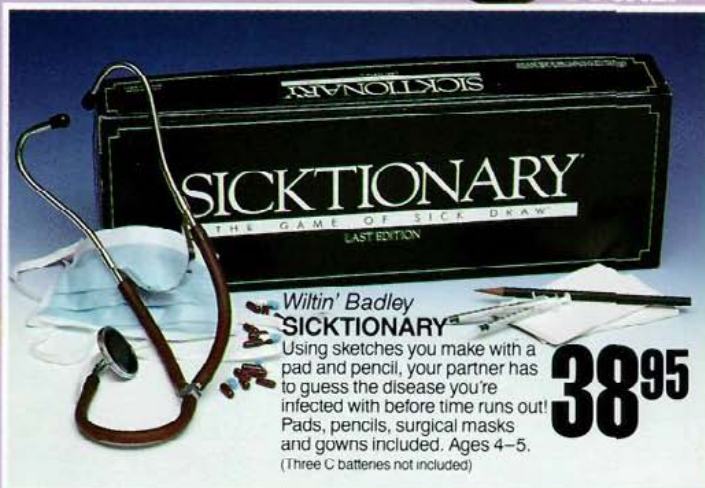
Mattel

BAG LADY BARBIE

Now, like millions of real people,
this new Barbie model is
neglected by the federal
government too! Comes
complete with cardboard box
shelter. Shopping cart, old
newspapers and rags sold
separately. And don't forget Bag
Lady Barbie's companion, Wino
Ken! Ages 2-up.

(Two DD batteries not included)

12⁹⁹



Wilton' Badley

SICKTIONARY

Using sketches you make with a
pad and pencil, your partner has
to guess the disease you're
infected with before time runs out!
Pads, pencils, surgical masks
and gowns included. Ages 4-5.
(Three C batteries not included)

38⁹⁵

Hasbroke

MAJOR LEAGUE BASEBALL CORKED BAT AND SCUFFED BALL SET

Cheat at baseball just like your
favorite pros do! Ages 5-up.
(Two E batteries not included)

37⁹⁸

Includes Mike Scott baseball



WE ACCEPT:



FOR MORE TOY BARGAINS TURN TO PAGE 24!